

**REQUEST FOR APPLICATIONS (RFA) FROM MEDIA AGENCIES TO PROVIDE
TECHNICAL ASSISTANCE TO RURAL RADIO STATIONS
RFA-KCDMS-FY19-005**

Kenya Feed the Future –Crops and Dairy Market Systems Activity

Issuance date: May 10, 2019

Closing date: June 4, 2019

I.0. Program Background

The USAID funded Kenya Crops, and Dairy Market Systems (KCDMS) Activity is a program under Feed the Future (FtF) initiative implemented by RTI International. It is operational in 12 counties including; **Kitui, Makueni, Taita Taveta, Homa Bay, Migori, Kisii, Kisumu, Siaya, Kakamega, Bungoma, Busia, and Vihiga**. The project is designed to support value chain actors in dairy, fodder/feeds, and horticulture (mango, passion fruit, avocado, banana, pineapple, and sweet potato) and improve Kenya's agricultural landscape in a sustainable manner. The long-term objective is to contribute to increasing agricultural productivity and thereby enhancing food security as well as creating income and employment opportunities, especially for the rural population.

The Activity intends to increase the flow, access, and exchange of information between Kenyan stakeholders (government, private sector, industry associations, and farmers) through local radio stations and other media platforms. The increased flow of information will shift the dynamics of rules and relationships because access to information allocates power, control, and knowledge between stakeholders. The availability of quality, timely and relevant information and feedback channels will spur the private sector, government, industry associations, and farmers to change their behavior/ practices, and make decisions that are informed. These communication activities are designed to support existing project activities and contribute to achieving project indicators.

Agriculture Programming in Kenyan Media

Agriculture is the principal source of rural income in Kenya and is therefore highly relevant for wealth creation and poverty reduction. Despite its great potential to drive economic transformation leading to a high quality of life for all its citizens, the agricultural sector hasn't received enough focus from the media hence minimal agriculture programming.

The development of agricultural extension and promotion of technologies could be hastened with the effective use of mass media. Radio is one of the most utilized mechanisms for disseminating information to the majority of Kenyans in the rural areas. Statistics have shown that radio receivers are at least ten times more common than TV sets in developing countries. Radio is the only means of information for two-thirds of the people living in rural Kenya. Radio is listened to by 80% of people living in developing countries every week, reaching people isolated by language geography, conflict, literacy and poverty. Radio and television have been acclaimed to be the most effective media for diffusing scientific knowledge to the masses. Local radio stations are therefore the best channels for mobilizing farmers to participate actively in agricultural extension services and disseminating other critical information.

In order to increase the success of communication efforts, the Activity will seek to collaborate with organizations that are perceived as trustworthy amongst their target audience. Trust of the messaging source is imperative to influencing behavior. KCDMS seeks to identify strategic partners who engage in communications in the key intervention areas, so we can build off their existing momentum and strengthen the position of the organization within the market.

KCDMS, therefore, intends to use identified partner radio stations and other media platforms to disseminate information on market linkages in the dairy and horticulture sectors, good agricultural practices and productivity enhancing inputs and technologies, access to credit and financial services, and nutritious diets with adequate dietary diversity.

2.0. General Requirements

KCDMS is inviting applications from media agencies/consultants to assist KCDMS in identifying potential partner radio stations and build their capacity to offer relevant listener-led agricultural programming. The objective is to strengthen linkages and partnerships between rural radio stations and other key market actors in order to increase the flow of information to smallholder farmers and stakeholders in the 12 counties of operation. Information flow is needed for stakeholders to make informed decisions and change their behavior practices.

The application should detail how the firm will accomplish the assignment according to SOW here attached.

3.0. Required documents (See details in the SOW here attached)

- Letter of expression of interest and demonstration of capability
- Cover Page
- Technical proposal of not more than 10 pages
- Cost proposal/budget in the provided format

4.0. Review

A technical panel from KCDMS will review the applications using the following criteria:

- Relevant work experience, demonstrated experience in media consultancies in the agriculture sector especially rural radio stations
- Spell out the methodology to be employed and results expected.
- Demonstrated creativity and productivity in marketing and communications,
- Extent and relevance of knowledge and understanding of the media landscape in Kenya.
- Demonstrable experience with listener-led programming models,
- Capacity to mentor radio stations with capacity gaps and create successful commercial linkages
- Value for Money: All applications should include a detailed itemized budget for the activities proposed and offer competitive rates for services.

5.0. Eligibility

This call is open to individual consultants or registered consulting firms. Applicant must have proven experience in the areas laid out in the objectives of the assignment.

6.0. Duration of Assignment:

The duration of the assignment resulting from this RFA is expected to be no more than 12 months. Effective interventions may be considered for additional funding in subsequent years, subject to performance evaluation and the availability of funds.

7.0. Submission Guidelines

Application including cover letter, technical proposal and financial proposal should be submitted electronically to procurement@kcdmsd.rti.org by close of business on **June 4th, 2019** with **KCDMS Media Partners Identification** in the subject line reference. The applications should be written in the English language and follow the guidelines in the following scope of work.

Disclaimer: Issuance of this RFA does not constitute an award commitment on the part of KCDMS nor commit the project to pay for costs incurred in the preparation and submission of an application. Further, KCDMS reserves the right to reject any or all applications received. Similarly, an invitation for further negotiation or to submit a full application is not a commitment to fund that application.

SOW FOR TECHNICAL ASSISTANCE TO RURAL RADIO STATIONS

1.0 Project:	Kenya Crops and Dairy Market Systems (KCDMS)
2.0 Staffed by:	Communications
3.0 Reports to:	DCOP
4.0 Location:	Twelve (12) Selected FtF Counties contained in appendix 1
5.0: Value chains:	Value chains contained in appendix 2
6.0 Duration:	12 months

7.0 About KCDMS Activity:

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Project Objective and Approach

The Activity intends to increase the flow, access, and exchange of information between Kenyan stakeholders (government, private sector, industry associations, and farmers) through local radio stations and other media platforms. The increased flow of information will shift the dynamics of rules and relationships because access to information allocates power, control, and knowledge between stakeholders. The availability of quality, timely and relevant information and feedback channels will spur the private sector, government, industry associations, and farmers to change their behavior/ practices, and make decisions that are informed. These communication activities are designed to support existing project activities and contribute to achieving project indicators.

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Agriculture is the principal source of rural income in Kenya and is therefore highly relevant for wealth creation and poverty reduction. Despite its great potential to drive economic transformation leading to a high quality of life for all its citizens, the agricultural sector hasn't received enough focus from the media hence minimal agriculture programming.

The development of agricultural extension and promotion of technologies could be hastened with the effective use of mass media. Radio is one of the most utilized mechanisms for disseminating information to the majority of Kenyans in the rural areas. Statistics have shown that radio receivers are at least ten times more common than TV sets in developing countries. Radio is the only means of information for two-thirds of the people living in rural Kenya. Radio is listened to by 80% of people living in developing countries every week, reaching people isolated by language geography, conflict, literacy, and poverty. Radio and television have been acclaimed to be the most effective media for diffusing scientific knowledge to the masses. Local radio stations are therefore the best channels for mobilizing farmers to participate actively in agricultural extension services and disseminating other critical information.

The objective of the Assignment.

In order to increase the success of communication efforts, the Activity seeks to collaborate with organizations that are perceived as trustworthy amongst their target audience. Trust of the messaging source is imperative to influencing behavior. KCDMS seeks to identify strategic partners engaged in communications in the key intervention areas, so we can build off their existing momentum and strengthen the position of the organization within the market.

KCDMS, therefore, intends to use identified partner radio stations and other media platforms to disseminate information on market linkages in the dairy and horticulture sectors, good agricultural practices and productivity-enhancing inputs and technologies, access to credit and financial services, and nutritious diets with adequate dietary diversity.

Scope of Work and Objectives

Upon award, the consultant will be required to;

- I. Attend an inception meeting at KCDMS, after that submit an inception report with detailed scope, workplan, and timelines
- II. Conduct a market assessment of all radio stations and media houses in the catchment counties and prioritize potential KCDMS partners to be visited and possibly engaged based on an agreed upon criteria
- III. Work with KCDMS towards developing various offers to potential partners based on need
- IV. Conduct a Radio stations' storming exercise with each of the listed stations, including assessment of the level of interest and gaps in so far as listener-led programming is concerned.
- V. Draft and get MOUs signed with willing radio stations.
- VI. Develop and implement a mentorship and capacity building plan that promotes listener-led programming. It is expected that the consultant shall assign media mentors to the select radio stations for personalized support.
- VII. Identify the communication needs of KCDMS and the market actors and do Match-making between with the appropriate radio stations and within appropriate programs. Ensure relevant listener-led programming that is responsive to the needs of KCDMS supported market actors.
- VIII. Develop a strategy to support radio stations to develop suitable payment packages to incentivize KCDMS supported market actors to engage while preparing the actors for media engagement.
- IX. Develop and implement a strategy for collaboration with content developers and media dissemination platforms for quality content and continuous improvement.

Expected deliverables:

- An inception report with detailed scope, workplan and timelines
- A radio station identification report
- Offer document for distribution to potential partners
- Radio stations' needs assessment report for each assessed radio station.
- Signed MOUs with willing radio stations.
- Mentorship and capacity building plan that promotes listener-led programming
- Each radio station assigned a media mentor for mentorship and capacity building
- Evidence of Radio stations matched and effectively partnering with KCDMS supported market actors in the relevant geographies.
- Strategy for collaboration with content developers and media dissemination platforms
- Evidence of Listener led programs initiated or strengthened per radio station including evaluation of performance
- Evidence of collaborative efforts for quality content and continuous improvement and evaluation of performance.

Workplan

As part of the technical proposal, the applicant will be required to provide a detailed workplan of how this assignment will be implemented. This may be reviewed during inception.

Assignment duration

The duration of the assignment shall be 12 months. Radio station identification should be completed within 6 weeks of contracting. Applicant must demonstrate sufficient capacity to handle all 12 counties.

Supervision of the Consultant

The successful applicant will work under the direct supervision of the Communication Specialist and MEL Director. The Deputy Chief of Party will provide overall Assignment oversight. The consultant, under the duration of the contract, will also work closely with the technical teams in the 3 regions.

The Application Requirements

Application including cover letter, technical proposal and financial proposal should be submitted electronically to procurement@kcdmsd.rti.org by close of business on **June 4th, 2019** with **KCDMS Media Partners Identification** in the subject line reference. It should include the following:

- Letter of expression of interest and demonstration of capability.
- Cover Page (includes; program title, Name of organization/company, contact details – name of contact person, physical address, phone number, and email address).
- A technical proposal detailing your understanding and how you propose to undertake the assignment, and work plan (See section 4.0). Include at least three previous clients and their contacts to act as references and one page CV(s) of the person(s) to be engaged on the assignment.

- Cost proposal/budget – Applicants should submit a detailed budget in excel format, accompanied by a narrative that explains the basis of the estimate for each line item. Cost in USD) using the KCDMS excel budget format (Annex ** excel file).

Total Assignment cost

The total assignment cost is subject to Withholding tax.

Confidentiality

It should be noted that all the information collected in the process of undertaking this exercise, together with the reports, shall be the property of KCDMS.

Conflict of Interest

This assignment shall be executed as per the terms of reference contained in the contract entered into during partnership engagement and any adjustment, must be agreed upon by all parties in advance before the execution of the issue at hand. No conflict of interest is anticipated in the course of the undertaking this assignment.

Appendix 1: Selected KCDMS counties for the Chama strengthening activity.

A2: Eastern Kenya

1. Kitui
2. Makueni
3. Taita Taveta

HR 1: Nyanza Area

1. Kisumu
2. Homa Bay
3. Migori
4. Kisii
5. Siaya

HR 1: Western Area

1. Kakamega
2. Bungoma
3. Busia
4. Vihiga

Appendix 2: Priority Value Chains for KCDMS activity

1. Dairy
2. Animal feed/fodder
3. Mango
4. Banana
5. Avocado
6. Pineapples
7. Passion Fruits
8. Sweet potatoes
9. Indigenous vegetables