Kenya Crops and Diary Market Systems (KCDMS) Activity

Request for Application (RFA) for
PROMOTING SPRAY SERVICE PROVIDERS (SSPs) SUSTAINABILITY THROUGH AN ALL INCLUSIVE MODEL

Reference: SSPs/ML-KCDMS-2019

1.0 Introduction
The Kenya Crops and Dairy Market Systems (KCDMS) Activity is a five-year (Oct 2017– Sept 2022) project of the United States Agency for International Development (USAID). It is funded as part of Feed the Future, the U.S. Government’s global hunger and food security initiative that helps to increase agricultural production and reduce poverty and malnutrition in Kenya. The project is being implemented by RTI International in 12 counties namely; Kitui, Makueni, Taita Taveta, Homa Bay, Migori, Kisii, Kisumu, Siaya, Kakamega, Bungoma, Busia, and Vihiga. Amongst other endeavors, KCDMS works in Market Access, Productivity, Policy, and Social Inclusion for the selected value chains not limited to dairy, feed/fodder, mango, banana, avocado, pineapple, passion fruit, sweet potato and African Leafy Vegetables.

One of KCDMS’s goal is to enable farmers to intensify and diversify into higher-value crops, and improve productivity of horticultural value chain including mango, banana, avocado, pineapple, passion fruit, sweet potato, and African Leafy Vegetables. All these are crops where significant quantities of pesticides are used during production. Food safety issues in the Kenya horticulture are increasing becoming a major concern as evidenced by previous export bans of French beans and snow peas after exceeding the proscribed of MRLs. Sadly, these controls are lacking for horticultural produce destined for the local markets. It is against this background that the concept of Spray Service Providers (SSPs) has been mooted to address misuse of safe agrochemicals application. Establishing an SSP network attempts to prevent untrained farmers from handling pesticides, only allowing those who are properly trained and certified to do so. Benefits of SSPs include better application of pesticides, avoiding over- or under-application, less risk to people and the environment, better management of empty containers and less accumulation of obsolete pesticides in addition to improved overall food safety.

However, in the period since SNV/AAK launched the SSPs networks in 2017, systemic challenges have been noted, raising concerns on the sustainability of this crucial service. The main limitations of the SSPs has been the high drop out of the SSPs, low morale/incentive to engage in the service, low/little income generated from rendering the service, lack of willingness by a many farmers to embrace the service, and seasonality of demand.

With this brief backdrop, KCDMS is soliciting proposals from companies and individuals to further KCDMS’ objective to increases horticultural productivity by enhancing the sustainability of the SSPs and creation of sustainable market linkages.
2.0 The Purpose

The purpose of the SSPs sustainability through an all-inclusive model is to enhance the sustainability of SSP model, improve their technical and functional capabilities (capacity to navigate complexity, capacity for collaboration, capacity for reflection and learning, capacity to engage in strategic and commercial process) with an overall objective of having SSPs that can adapt and respond to change in order to realize potential innovation. The SSPs should access soft skill that will enable them catalyze innovation processes, build business relations, develop there interpersonal competences, have basic business management and marketing skills and loyalty creation.

Objective of the Assignment.

The purpose of this assignment is to further KCDMS’ objective to increases horticultural productivity by enhancing the sustainability of the SSPs and creation of sustainable market linkages.

2.1 Specific Objectives

The scope of the assignment will include:

1. Undertake to review and document a practical selection criteria to be used in mobilization and identification of target SSPs with a view of increasing sustainability.
2. Building of local networks (clusters) for integrated SSPs agribusiness development
3. Embedding/anchoring SSPs within key value chain actors such as, input suppliers, aggregators, exporters and markets translating to increased benefit/ good business for the actors.
4. To create innovations that create incentives which serve to motivate SSPs and clients (farmers) to embrace the spray service
5. Integration of functional capacities (soft skills) complimentary to the existing technical skills resulting in more effective marketing for the services, and higher adoption by farmers
6. Development of a credit and savings facility for SPPs to cushion and enhance their business
7. To upscaling on technology where ICT solution will play a role in deployment, management and monitoring the productivity of SPPs with their local network areas/clusters.
8. Facilitate the direct market linkages of farmer groups/cooperatives that have been supported by the engaged SSPs as an incentive to the farmers

2.2. Specific activities and deliverables:

This activity is targeted to commence on May 1st, 2019 and conclude by April 30th, 2020. The successful bidder is required to provide a detailed work plan for this activity as part of the inception report. The table below presents indicative timelines.
**Specific activities and deliverables:**

<table>
<thead>
<tr>
<th></th>
<th>Activity</th>
<th>Deliverable</th>
<th>Due Date</th>
<th>% of budget upon submission of deliverable</th>
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<tbody>
<tr>
<td>1.</td>
<td>Joint work planning with stakeholders</td>
<td>Present an inception report and Gantt chart of activities agreed within the first week from award of the contract</td>
<td>3rd of May 2019</td>
<td>20%</td>
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</table>
| 2. | • Review and document a practical selection criteria to be used in mobilization and identification of target SSPs with a view of increasing sustainability  
    • Collaboration with AAK on implementation  
    • Build local networks (clusters) For integrated SSPs agribusiness development | Report on progress on the implementation of the work plan including:  
    • Details stakeholder engagements by county  
    • SSPs recruited  
    • SSPs trained  
    • Linkages formed  
    Data to be submitted using M&E templates and attendance sheets | 5th of August 2019 | 20%                                       |
| 3. | • Embed/anchor SSPs within key value chain actors such as, input suppliers, aggregators, exporters and markets translating to increased benefit/ good business for the actors.  
    • Integrate functional capacities (soft skills) complimentary to the existing technical skills resulting in higher adaption and response for realization of change. | Report on progress on the following:  
    • Report on trainings to Introduce soft skills above the already existing technical skills.  
    • Information on market linkages formed  
    • Report on SSP marketing strategies employed.  
    • Report on demonstrations and field days including farmers who attended by gender and age  
    • Submission of data monitoring SSP performance for each of the recruited SSPs, including number of farmers served, acres sprayed, amount earned, etc. using the SSP monitoring tool. | 5th October 2019   | 20%                                       |
4. Identify innovations that create incentives which serve motivate SSPs and farmers to embrace the spray service. Develop a credit and savings facility for SPPs to cushion and enhance their business.

   Deliverable: Quarterly report on progress including the following:
   - Efforts to incentivize the SSP sustainability model through specific activities.
   - Progress on promoting a culture of savings and credit through Agri Wallet model for purposes of sustainability and behavioral change.

   Due Date: 15th December 2019
   % of budget upon submission of deliverable: 20%

5. Upscale on technology where ICT solution will play a role in deployment, management and monitoring the productivity of SPPs with their local network areas/clusters. Facilitate direct market linkages of supported farmer groups.

   Deliverable: Quarterly report on progress including the following:
   - Integrate the out growers management system for the purpose of monitoring the engaged SSPs.
   - Link farmer groups/ cooperatives directly to offtakers.

   Due Date: 5th April
   % of budget upon submission of deliverable: 10%


   Deliverable: Final report: Summary of all impacts, lessons learned, and recommendations

   Due Date: May 30th 2020
   % of budget upon submission of deliverable: 10%

3.0 Skills and Experience required

KCDMS seeks services of a competent local company/individual with proven track record in promoting SSPs sustainability through an all-inclusive model in Kenya and beyond and at least five years of work experience in SSP program, market analysis with understanding of in horticulture value chains, agricultural commodity supply chain management and food safety initiatives.

4.0 Methodology

The methodology should outline how each of the activities under 2.1 will be completed.

5.0 Application Requirements

The technical and financial proposal should include:
- Cover letter (maximum one page): A short letter addressing on how you intend to carry out the SSPs sustainability through an all-inclusive model, your competence and capability to deliver on the assignment.
- A capability statement: State the firm/individual's experience relevant to the assignment, curriculum vitae of key personnel and details of at least 3 similar assignments including a brief of the work, contract value, contact persons and their contact details as well as project duration and year performed.
- Written commitment regarding availability for the assignment.
- Technical proposal (maximum eight pages) highlighting understanding of the RFA, proposed approach and methodology, an outline of the proposed final report as well as the proposed work plan.
- Financial proposal providing cost estimates for services rendered including daily consultancy fees, travel, accommodation and living costs; stationeries, and supplies needed for the activity. The company/consultant should provide own means of transport and computers.

6.0 Pricing

This will be a Fixed Amount Award with payment based on deliverables as indicated in the activity matrix.

7.0 Offer Deadline

The deadline for receiving proposals is 5.30 pm on April 30th, 2019. Proposals shall be submitted electronically by email only to procurement@kcdmsd.rti.org with promoting SSPs sustainability through an all-inclusive model subject line Reference SSPs/ML-KCDMS-2019. Bidders may submit written questions to procurement@kcdmsd.rti.org. Bidders are responsible for ensuring that their offers are received in accordance with the instructions stated herein. Late offers will not be considered.

By signing this attachment, the bidder confirms he has a complete understanding of the specifications and fully intends to deliver items that comply with the above listed specifications.

Name of Firm: __________________________
Signature: __________________________
Title: __________________________
Date: __________________________