Kenya Crops and Diary Market Systems (KCDMS) Activity

REQUEST FOR APPLICATION (RFA)

SERVICE PROVIDER TO DEVELOP AND HOST A PRODUCTIVITY ENHANCING TECHNOLOGY CATALOGUE ON THE KALRO WEBSITE

Reference: RFA-KCDMS-FY19-019

Kenya Feed the Future – Crops and Dairy Market Systems Activity (KCDMS)

Issuance date: **July 25, 2019**

Closing date: **August 9, 2019**

Background

The U.S. Agency for International Development (USAID) funded Kenya Crops, and Dairy Market Systems (KCDMS) activity aims at increasing the productivity of smallholder by promoting the adoption of appropriate and affordable agricultural technologies. KCDMS identifies existing technologies and practices that farmers can adopt to enhance their productivity, meet export quality requirements, and improve food safety. KCDMS also identifies solutions available in the market that can be adopted by SMEs to digitize business processes and increase speed, efficiency, and transparency in the sector. Solution providers are assisted to compete in promoting their products to selected SMEs with a view of encouraging the formation of commercial linkages between service providers and their customers. KCDMS is implementing an aggressive private sector driven ICT program that provides sustained adoption of appropriate and affordable ICT solutions. KCDMS identifies existing solutions in the market that can be adopted by cooperatives and SMEs to digitize business processes and increase speed, efficiency, and transparency in the sector. Solution providers are assisted to compete in promoting their products to selected SMEs with a view to encouraging formation of commercial linkages between service providers and their customers. Smallholder farmers using the ICT platforms will be able to access information on market prices, good agronomic practices, weather alerts, financial inclusion by use of digital payment solutions and mobile platforms to access and save for inputs.

KCDMS has developed a catalogue of productivity enhancing technologies which they want to have posted on the Kenya Agricultural & Livestock Research Organization (KALRO) website. The online catalog contains information from input and technology providers, agro-dealers, and manufacturers. The benefits of having this catalog hosted on the KALRO website are that stakeholders will be regularly kept up to date with information on agricultural technology improvements as these will be lodged into a searchable database which can be updated periodically. Furthermore, the catalogue will be hosted on an existing information site and therefore sustainable after the KCDMS project ends.

Objective of the KALRO/KCDMS Collaboration

The objective of USAID KCDMS Productivity Enhancing Technology Catalogue is to collaborate with KALRO for purposes of hosting the project on KALRO's ICT Data and Information Platform.

This collaboration will be beneficial to both organizations as:

a. The catalogue represents a resource for agricultural and livestock value chain actors towards food and nutritional attainment in Africa and beyond.
b. The information products will support Kenyan farmers and stakeholders.
c. This arrangement is supported under Public-Private Partnership which is in line with KALRO strategic plan and policy on collaboration.
d. The arrangement will support sustainability and increased visibility of agricultural information.

Scope of Work

USAID-KCDMS aims at increasing the productivity of smallholder farmers by promoting the adoption of appropriate and affordable agricultural technologies, including ICT, to enhance their productivity, provide market platforms, meet export quality requirement and improve food security. USAID-KCDMS will also identify solutions available in the market that can be adopted by SMEs to digitize business processes and increase speed efficiency, and transparency.

In the interest of promoting the adoption of appropriate and affordable agricultural technologies, USAID-KCDMS has identified existing technologies and practices that farmers can adopt to enhance their productivity, meet export quality requirements and improve food safety. The service provider will be responsible for designing and developing an interactive platform linked to the KALRO website where the online catalogue will be hosted. including a portal (knowledge hub) that fosters information/data sharing and dissemination and promotes awareness and visibility. The platform will provide drop down menus for ease of access to the catalogue. The catalogue contains basic text as well as pictures of the agricultural technologies.

The finished product should have a layout that is user-friendly, more specifically:

- Easy to access and use by the different user groups
- Easy to manage and monitor
- Easy for KCDMS to update and add new technologies

The consultant should work from their own office but liaise with both KCDMS and KALRO for face- to-face consultations if need be.

Duration of the consultancy

The finished product should be uploaded, debugged, and running within 3 months of contract signing.

Skills and Experience required

Education

- Staff with a university degree in Computer Science, Computer Engineering, IT or other relevant field,
- Companies must have a minimum of four (4) years of relevant experience in web design and development.

Candidates should demonstrate their qualifications and proficiency in web application development, graphic design and database design.

Technical Skills and Expertise

- Solid understanding of the concepts of user experience, user interface design principles and conceptual design.
- Expert knowledge in PHP, HTML, CSS, JavaScript and python.
- Knowledge of Bootstrap, jQuery and AngularJS.
- Knowledge of knowledge-based management solutions.
- Knowledge of MS SQL Server.
- Good eye for design and attention to details are essential.

Core Staff Competencies

- Strong knowledge in the field of web design and development of user-experience led interface, with the ability to understand complex problems and to deliver appropriate solutions.
- Good interpersonal skills and ability to establish and maintain effective working relations in a multicultural, multi-ethnic environment with sensitivity and respect for diversity.
- Ability to understand users' needs and to customize services and products accordingly, in order to provide user-friendly and ergonomic solutions that meet user requirements.

Firms must meet the following **criteria**:

- Be a private company registered in Kenya.
- Demonstrate at least three years' experience developing dynamic interactive web-based solutions with a focus on data and information dissemination.

Submission Guidelines

The technical and financial proposal should include:

- Cover letter (maximum one page): A short letter addressing the competence and capability to deliver on the assignment and including written commitment regarding availability for the assignment.
- A brief capability statement: State the firm /individual's experience relevant to the assignment, and details of at least 3 similar assignments including a brief of the work, contract value, project duration and year performed. References of similar assignments with full contact information of clients (Name of organization, Name of Contact person, telephone numbers and postal address).
- Technical proposal (maximum five pages) highlighting understanding of the RFA, proposed approach and methodology
- Financial proposal providing detailed costs for services rendered including daily consultancy fees, stationeries, and supplies needed to complete the task.
- An annex with summary CVs (one page or less) of each of the key experts involved.
- Certificate of registration / certificate of incorporation.
- Valid tax compliance certificate.

Pricing

This will be a fixed price Service Agreement and should include any necessary backstopping to ensure continuous operation of the site for a period of one year.

Offer Deadline

The deadline for receiving proposals is 5.30 p.m. on **August 9th, 2019.** Proposals shall be submitted electronically by email only to procurement@kcdmsd.rti.org with subject line Reference

RFA-KCDMS-FY19-019. Bidders may submit written questions to procurement@kcdmsd.rti.org by August 1, 2019 Bidders are responsible for ensuring that their offers are received in accordance with the instructions stated herein. Late offers will not be considered.

Disclaimer: Issuance of this call 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 EOI. Further, KCDMS reserves the right to reject any or all EOI received. Similarly, an invitation for further negotiation is not a commitment to fund that application.