REQUEST FOR APPLICATIONS (RFA)

Kenya Feed the Future – Crops and Dairy Market Systems Activity

Issuance date: December 17th, 2019
Closing date: January 31st, 2020

RFA-KCDMS-FY20-024: Provision of SMS Based Training content on Financial and entrepreneurship skills for Chamas

1.0. Program Background

The Kenya Crops and Dairy Market System (KCDMS) is a five-year (Oct 2017– Sept 2022) Activity of the USAID funded Feed the Future initiative implemented by RTI International. The Activity has been designed to facilitate improved productivity and development of competitive, resilient and sustainable dairy and horticulture market systems in selected counties in Eastern and Western regions of Kenya. The Activity is capitalizing on facilitation of private-sector market driven partnerships and investments that promise development of high-value value chains through higher productivity, quality improvements and greater supply chain efficiency. Financing has been identified as a key constraint that inhibits the potential of intensification and diversification of agricultural chains to higher value. For this reason, KCDMS is implementing approaches that seek to increase access to various forms of finance to agro-enterprises and small-holder farmers.

KCDMS is working in partnership with Information, Communication and Technology (ICT) service providers on sustainable approaches to increase capacity of small – holder farmers, women and youth-led agribusinesses in financial literacy and linkages for financial services for agricultural investment. KCDMS is seeking to engage an experienced ICT service provider with experience in developing SMS – based interactive financial literacy learning content and platform to support and compliment the KCDMS savings and lending programme for groups.

Qualified ICT service providers with interest in undertaking this technical assignment as under the Scope of Work attached, are advised to apply as per the requirements below:

2.0. General Requirements

All applicants must have prior experience in developing e– learning and SMS – based financial literacy services consulting in Kenya and should demonstrate experience in designing and supporting implementation of agribusiness financial strategies and innovations. Successful applications will be invited to negotiate with KCDMS to undertake the assignment, with agreed deliverables and budget.

3.0. Required Documents

3.1. Cover Page:

The cover page will include; (includes; project title, name of organization/company, contact details – name of contact person, physical address, phone number, and email address).
3.2. Technical proposal: The technical proposal will address all issues related to the assignment activities and approach to produce deliverables including as outlined in the Scope of Work attached. The applicant should provide a detailed description of the ICT innovation and its functionality.

3.3. Cost proposal/budget: Applicants should submit a detailed budget in excel format (template provided), accompanied by a narrative that explains the basis of the estimate for each line item.

4.0. Application Format & Review

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

**Technical approach:** Applicants should describe their approach/methodology for undertaking this assignment. Detailed work plan with specific timelines, activities, and deliverables.

**Organizational & Technical(personnel) Capacity:** The applicants must provide CVs for technical personnel or consultants as an annex to the proposal.

**Previous Relevant Experience**

**Budget** – All applications should include a detailed itemized budget as per the activities proposed.

The technical proposal must be organized in the evaluation criteria above. Proposals must be valid for at least 30 days from the closing date.

5.0. Eligibility

Eligible applicants include any legally registered organization that has experience in the areas laid out in the attached Scope of Work. Applicants must demonstrate in-depth understanding of and practical experience working in delivering financial literacy using ICT and specifically, SMS – based interactive content. The bidder must also demonstrate a thorough understanding of agribusiness, value chain and agronomy, related business/economic conditions of the rural populations.

6.0. Duration of Assignment

The duration of the assignment resulting from this RFA is expected to 12 months with possibility of extension depending on performance. The grant recipient will be expected to provide regular progress reports for one year beyond the grant year.

7.0. Budget and Pricing

This will be a Fixed Price Award with payment based on deliverables. All expenditures will be reviewed for reasonability and financial proposals will be evaluated on value for money. The successful applicant will be required to provide a reasonable budget covering the cost of the entire assignment.

8.0. Submission Guidelines

The proposals must be submitted using the English language and must not exceed ten (10) pages (excluding annexes). The application should include cover letter, technical proposal and financial proposal and submitted to procurement@kcdmsd.rti.org with ‘KCDMS–RFA-024-

Questions relating to this RFA may be submitted to procurement@kcdmsd.rti.org by January 20, 2020.

Bidders may submit written requests for the excel budget template and EBD forms to procurement@kcdmsd.rti.org.

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 Provision of SMS Based Training content on Financial and Entrepreneurship skills for Chamas in Kenya

1.0 Project: Kenya Crops and Dairy Market Systems (KCDMS)

2.0 Staffed by: Social Inclusion Team

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 Start date: Upon USAID approval – tentatively March 2020

7.0 Duration: 12 months, 2020

8.0 About KCDMS Activity:

The Kenya Crops and Dairy Market Systems (KCDMS) Activity is a component of the USAID funded Feed the Future project implemented by RTI International. The project is working in selected counties in Eastern and Western regions of Kenya to facilitate improved productivity and development of competitive, resilient and sustainable market systems in the dairy, feed/fodder and horticulture value chains. Key among the initiatives includes integrating women and youth and other marginalized groups in the Agricultural market systems to increase investments through interventions including access to informal financing.

9.0 Project Objective and Approach

KCDMS’s goal is to transform agricultural market systems to enable intensification and diversification into higher value commodities and non-farm activities. The project supports young women and men to engage in profitable agricultural value chains by facilitating market driven partnerships that bring together all players to invest and support women and youth to access to resources and services to support their Agribusiness. Among the interventions KCDMS is promoting includes strengthening of chamas or savings and lending groups capacity to be able to operate effectively and efficiently. This will be accompanied with digitization of VSLA operations. KCDMS will engage a contractor to equip the savings and lending groups with sms – based financial education and entrepreneurship training to improve on their operations.

VSLA capacity strengthening

Village Savings and Loan Associations (VSLAs) are recognized as a strong model for delivering financial services in rural and remote areas of the world. Rural communities usually lack access to and reliable formal financial services to meet their needs. VSLAs, mostly informal, accelerate growth and build local capacity
while upscaling economic activities and improving household health and welfare. They meet the unmet demands for financial services and increase financial savings and use of credit that rural families use to cope with shocks and improve food security. It helps spur investments in agriculture hence reduce poverty.

The purpose of this activity is to further KCDMS objective to improve agricultural opportunities for smallholder farmers, youth and women, through agricultural market – led savings and lending by strengthening the capacities of VSLAs. KCDMS will engage an SMS- based learning platform to compliment the efforts already being implemented in training on financial literacy and management of the groups.

Objective of the Assignment
The overall objective of this assignment is to deliver interactive educational training through the contractor’s chatbot via SMS, facilitate learning at scale, and equip VSLA members and farmer groups with financial education and entrepreneurship training to enable them to improve their financial health and expose them to business opportunities.

Scope of Work and Objectives
The scope of the assignment will include:

1. Conduct Scoping for new content: The Contractor will work with KCDMS to clearly define what is required for new content for VSLA learning and the implementation plan needed to achieve the desired impact.
2. Field research: The Contractor’s team will design and implement qualitative field research with representative learner segments to uncover key insights that shape content. The goal of the research activity is to identify any issues related to adoption of new skills as well as uptake and usage of the contractor’s products.
3. The contractor will develop multilingual content for delivery over interactive SMS which will be approved by KCDMS and support the roll out of the same in the 12 KCDMS counties.
4. Hosting of content: Contractor will facilitate hosting of the Interactive content on an established open Marketplace with a dedicated short code in Kenya available on Safaricom, Airtel and Equitel for a period of one year with possibility of scaling up upon successful pilot period.
5. In collaboration with KALRO include agronomy content for the KCDMS value chains in the specific counties.
6. Work with KCDMS teams to facilitate marketing campaigns through KCDMS existing partners including VSLA groups and other farmer groups to ensure access to the interactive educational content.

The contractor will also provide support as follows:

- Facilitate SMS invitations to users who have opted into receiving push SMS invitations.
- Support branding and messaging guidance for ensuring KCDMS outreach programs have the highest conversion rates possible. (consumption and usage of messages by farmers)
- Facilitate periodic invitations to existing contractor’s users who are aligned with the KCDMS target beneficiaries.
- Facilitate an incentivized word of mouth to the “Tell a Friend” feature.
- Tracking of onboarding channels through the integration of customized codes in coordination with KCDMS various marketing programs.
7. Contractor is expected to reach a total of 100,000 beneficiaries -

### 12.0 Specific activities and deliverables

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<tr>
<th>Activity</th>
<th>Deliverable</th>
<th>Estimated Time Frame</th>
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<tbody>
<tr>
<td>Inception</td>
<td>• A detailed inception report to include the approach and methodology to be used.</td>
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<td></td>
<td>• Well defined Implementation plan</td>
<td>2 weeks</td>
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<td></td>
<td>• Clearly defined marketing/promotional plan</td>
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<tr>
<td>Scoping/Assessment</td>
<td>• Provide a detailed report of the new content that is required for VSLA learning</td>
<td>2 weeks</td>
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<td>Content development and testing</td>
<td>• Report of the contextualized content and feedback on the testing.</td>
<td>1 month</td>
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<tr>
<td>Marketing campaigns</td>
<td>• Support the roll out plan of the marketing campaign to target beneficiaries</td>
<td>Continuous</td>
</tr>
<tr>
<td>Project Roll-out</td>
<td>• Piloting of the contractor sms chatbot rollout with VSLA group leaders. Report to include photos of meetings and demonstration of the use of the contractor chatbot.</td>
<td>Continuous</td>
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<tr>
<td>Monitoring and data reporting</td>
<td>• Provide data on usage of contractor by target beneficiaries.</td>
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**Final Report**

The final report will be not more than 20 pages excluding annexes. It must include:

- Executive Summary
- Implementation plan - Approach/methodology used
- Report any key issues identified including challenges and learning aspects.
- User Feedback from target beneficiaries
- Feedback on content and Recommendations
- Conclusion and Way forward.
- A separate attachment of the training materials and tools developed and used
- Final report to include sample photos of training sessions undertaken
- Detailed summary of usage including disaggregation by gender, youth, county and topic/value chain.

**Assignment duration**
The duration of the assignment shall be 12 months with a possibility of extending the hosting if the pilot is successful.

**Supervision of the Consultant**
The consultant will work under the direct supervision of the SI Component lead under the duration of the contract and will work closely with the technical teams in the 3 regions.

**Total Assignment cost**
The total assignment cost is subject to Withholding tax.

**18.0 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

**19.0 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 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 VSLA strengthening activity

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<tr>
<th></th>
<th>A2: Eastern Kenya</th>
<th>HR 1: Nyanza Area</th>
<th>HR 1: Western Area</th>
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<tr>
<td></td>
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<td>5. Siaya</td>
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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
10. Green grams
11. Poultry