REQUEST FOR APPLICATIONS (RFA)
Kenya Feed the Future – Crops and Dairy Market Systems Activity
Issuance date: July 15th, 2018
Closing date: August 15, 2018

Program Background
The Kenya Crops and Dairy Market Systems Activity (KCDMS) 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 including; 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 nine (9) value chains: dairy, feed/fodder, mango, banana, avocado, pineapple, passion fruit, sweet potato and African Leafy Vegetable. Specifically, project’s Social Inclusion component aims at ensuring an increase in incomes and expanded agricultural investment activities which are inclusive of women and youth. To advance their meaningful participation in agriculture, the project will offer agribusiness initiatives which provide entrepreneurship and employment opportunities for women and youth.

The project is seeking to engage (1) youth-led and women-led organizations (2) business development service providers and non-governmental organizations and (3) Cooperatives with youth and women interventions and community-based organizations/youth and women groups for purposes of building technical and organizational capacities of women and youth groups in agriculture with the objective to grow their agribusiness initiatives through market-led and production activities. We are therefore requesting Applications (RFA) from organizations working with youth and women suggesting interventions that can reach large numbers of women and youth in the targeted counties, with an emphasis on improving agricultural investment and decision-making outcomes for youth and women.

Interested organizations should send in their applications that propose innovative interventions that will promote youth and women-led agribusinesses within the KCDMS targeted counties and value chains listed above along with poultry, vegetable gardens, and various horticulture crops. The proposal should highlight how the proposed interventions will increase youth and/or women employment and/or enterprises in agriculture, while supporting agricultural investment. Grants resulting from this RFA will not support any infrastructure activities; however, grants may include the purchase of equipment for enhancing productivity and marketing initiatives and any other capacity building interventions as outlined below.

All applicants must have prior experience in agricultural production and marketing activities/agribusiness and must demonstrate knowledge of working with youth and women. They must also demonstrate efficient and effective fiscal management. Prospective implementers will be expected to make a significant cost contribution to the total investment required. Partner contributions are expected to range between 10-30%, including in-kind contributions. The applications will be evaluated on the
sustainability of their model, number of beneficiaries reached, impact on women and youth’s meaningful participation in agriculture and value for money. Successful applications will be invited to negotiate a grant from KCDMS to implement activities, with agreed deliverables, budget, and cost share.

Examples of areas of potential focus include, but are not limited to, the following:
- Organizational development – group dynamics, leadership, etc.
- Adoption of productivity enhancing technologies and models
- Improved market access initiatives
- Activities offering off–farm income-generating activity (IGA) opportunities
- Agricultural service opportunities (spray service provision, fodder management/baling, pruning, nursery management, threshing, extension etc.)
- Micro-franchising models
- Financial management and/or financial literacy
- Savings and credit
- Business development services
- Entrepreneurship training
- Internships and work placement
- Business incubators
- Food processing, preservation, and storage
- Reduction of post-harvest losses
- Effective behavior change communication/messaging
- Kitchen gardens
- Development and expansion of sustainable small medium enterprises among the targeted youth and women

Eligibility
Organizations submitting applications will only be considered if they are:
- Legally registered entities having been in operation for at least one year
- Experienced in agricultural production and marketing activities/agribusiness
- Able to demonstrate knowledge of work empowering women and youth
- Able to demonstrate appropriate financial and management systems
- Able to demonstrate capacity in the focus area(s) proposed
- Able to work with the populations located within the 12 counties in which KCDMS operates
- NGOs and BDS providers must demonstrate that they have a network of women and youth groups in agribusiness

Criteria for evaluation
- Innovativeness of proposed intervention
- Sustainability of the business model
- Potential number of women and youth reached
- Potential to change behavior
Cost efficiency; an application will have an advantage if it is able to demonstrate the potential of being an effective intervention at a lower cost

- Women and youth owned enterprises will be given preference
- Cost share contribution; organizations proposing significant contributions (more than 15% of the total proposed intervention budget) will be considered most favorably
- Proven experience in agricultural production /marketing

**Anticipated Funding Levels and Cost Share**
The funding levels vary with the type of organizations and interventions undertaken by the entity as categorized below:

1. **NGOs and Business service providers (BDS)** – KES 1,000,000 – KES 5,000,000
2. **Women – and Youth Led Enterprises** – KES 1,000,000 – KES 3,000,000
3. **Cooperatives and Women and Youth groups** – KES 500,000 – 2,000,000

The duration of any grant award 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.

Applicants are expected to contribute towards the overall activity cost in the form of cost share. (Cost share refers to the resources a partner contributes to the total cost of implementing an intervention or activity. Cost share may be cash, in-kind, or both cash and in-kind, but may not come from other US Government funding sources.) The cost share requirement is essential to demonstrate the commitment, ownership, and buy-in of the implementer. All applicants should expect to contribute a cost share of at least 10% of the total budget. Applications with budgets of more than 2,000,000 should expect to contribute a cost share of 50%.

**Submission Guidelines**
The proposals must be submitted using the official SI-RFA format, in English, and must not exceed fifteen (15) pages (excluding annexes).

Detailed instructions can be found in the REOI document on the RTI website at [https://www.rti.org/current-opportunities](https://www.rti.org/current-opportunities). Annex A - SI-RFA Form should be completed and submitted to APS2018@kcdmsd.rti.org with **KCDMS Social Inclusion RFA** in the subject line reference.

While Applications will be accepted and considered through October 15, 2018, Applications received before July 20, 2018 will be reviewed for funding first. Later submissions may not be considered if funding is unavailable.

**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.