



MINISTRY OF AGRICULTURE, LIVESTOCK, FISHERIES AND COOPERATIVES
STATE DEPARTMENT FOR CROP DEVELOPMENT AND AGRICULTURAL RESEARCH

P.O. BOX 30028 - 00100, KILIMO HOUSE,
CATHEDRAL ROAD, NAIROBI.

**REQUEST FOR EXPRESSION OF INTEREST FOR CONSULTING SERVICES - (FIRMS
SELECTION)**

ASSIGNMENT: UNDERTAKE E-VOUCHER IMPACT ASSESSMENT SURVEY

MOALF&C/SDCD&AR/KCEP-CRAL/PROC/REOI-091/2021-2022

Issue Date	18 th January 2022
Pre- Proposal Conference	21 st January 2022 at 1100hrs
Closing Date	1 st February 2022 at 10.00am EAT
Opening Date	1 st February 2022 at 10.30am EAT
Selection Method	Fixed Budget Selection

1. SECTION ONE:

LETTER OF INVITATION

- 1.1 The Kenya Cereal Enhancement Programme – Climate Resilient Agricultural Livelihoods Programme (KCEP-CRAL) is an expansion of the Kenya Cereal Enhancement Programme (KCEP) to the ASALs. The Programme is a strategic partnership between the Government of Kenya (GoK), European Union (EU), International Fund for Agricultural Development (IFAD and three Rome Based Agencies (RBAs) namely: The World Food Programme (WFP) and Food and Agricultural Organization (FAO). In this partnership, the RBAs build on their comparative advantages to support the Government in graduating farmers from recurrent food insecurity to market-oriented farming, by promotion of Good Agricultural Practices (GAPs), resilience to Climate Change (CC) and sustainable Natural Resources Management (NRM).
- 1.2 The Programme is financed by EU, IFAD and the GoK, beneficiary farmer, Partner Financial Institutions (PFIs) and Private investors and supervised by IFAD. The Financing Agreement (FA) was signed on 26th August 2015, for a duration of Seven (7) years with Programme completion and finance closing dates of 30th September 2022 and 31st March 2023 respectively.
- 1.3 The Kenya Cereal Enhancement Programme-Climate Resilient Agricultural Livelihoods (KCEP-CRAL) supports graduation of targeted smallholders farmers to commercial agriculture through financial services, along with other interventions, in Kenya. The main objectives of the financial services is to facilitate access to improved agricultural inputs for targeted farmers to boost their yields and income generation. Through the electronic voucher “e-voucher” scheme, it is expected that targeted farmers will graduate to commercial farming while increasing their linkages with the financial market as a pathway to sustainable agricultural enterprises.
- 1.4 The KCEP-CRAL expands the financial instruments to smallholders namely: (i) the e-voucher platform to access adapted farming inputs composed mainly; fertilizers, high-quality seeds and Post-Harvest Equipment (PHE), Conservation Agriculture (CA) and Crop Insurance in targeted value chains – maize, sorghum, millet, and related pulses; and (ii) a warehouse receipting system. To ensure targeted smallholder farmers’ graduation from subsidized support to market-oriented farming, linkage with financial institutions is ensured throughout this process including capacity building to access financial services. Capacity building will focus on: (i) development of financial management skills through financial literacy training; (ii) building credit worthiness; and (iii) facilitating smallholders’ use of risk-mitigating instruments, including contract farming and out grower products
- 1.5 The Electronic Voucher Payment scheme under the KCEP-CRAL allows eligible smallholder farmers to access farm inputs comprising of seeds, fertilizers, and small equipment from selected agro-dealers through an e-payment system set up by partner financial institutions (FIs). Through this scheme, payments to the agro-dealers are processed in real-time. In line with the Programme approach, eligible farmers are subsidised for three consecutive farming seasons with a contribution of 10, 40, and 70% of the package cost respectively for the first, second, and third season. The e-voucher package was designed for specific crop models adapted to local agro-economic

conditions. The approach is market driven and only crops and varieties with secured market outlets are considered.

- 1.6 Kenya Cereal Enhancement Programme - Climate Resilient Agricultural Livelihoods Window (KCEP-CRAL) invites proposals from eligible and competent Consultancy Firms or Consortium of firms specializing in large survey undertakings to submit proposals for to design, collect and manage data collection for a study to determine impact of the e-voucher as per the Terms of References (ToRs) provided.
- 1.7 The Consulting Firm(s) may submit their Expression of Interest (EOIs) in association with other firms in a Consortium arrangement. They are advised to be keen on the information provided under ToR.
- 1.8 Consultants may associate with other firms to enhance their qualifications but should indicate clearly whether the association is in the form of a Joint Venture and/or a sub-consultancy. In the case of a Joint Venture, all the partners in the Joint Venture shall be jointly and severally liable for the entire contract, if selected.
- 1.9 A firm will be selected under **Fixed Budget Selection (FBS)** and the procedures described in this REOI. The budget for this assignment is fixed at **USD 137,175.00¹**.
- 1.10 The bidding document can be downloaded by interested Bidders **FREE OF CHARGE** from the Ministry's website: www.kilimo.go.ke under "tender" links or the Programme website www.kcepccral.go.ke and the Bidders who download the tender document from the website must forward their particulars immediately to tenders.kcepccralprogramme@gmail.com for records and any further tender clarifications and addenda.
- 1.11 The interested parties may request for clarifications on this Request for Expression of Interest (REOI) up to **Five (5) days** before the REOI submission date. Any request for clarification must be sent in writing by paper, mail or electronic mail to:
Senior Programme Coordinator,
KCEP-CRAL Programme,
P.O.BOX 30028-00100,
NARL KABETE Grounds.
Email: tenders.kcepccralprogramme@gmail.com
- 1.12 Completed REOI documents, original and one copy of the tender **MUST** be delivered to the address below clearly marked and addressed as shown below;

**The Principal Secretary,
State Department for Crop Development Agricultural Research,
P.O. Box 30028-00100,
Kilimo House, cathedral road, Nairobi,
Tel: 0770174188.**

¹ Exchange rate 1 US\$ = 109.35 KES.

on or before 1st February 2022 at 10.30am EAT clearly marked “REQUEST FOR EXPRESSION OF INTEREST FOR CONSULTING SERVICES TO UNDERTAKE E-VOUCHER IMPACT ASSESSMENT SURVEY: REREFENCE: MOALF/SDCD&AR/KCEP-CRAL/PROC/REOI-091/2021-2022.

- 1.13 Due to the Corona Virus (COVID-19) pandemic, the Government of Kenya has put in place measures to reduce the potential spreading of the Virus. The Public Procurement Regulatory Authority (PPRA) has continued to offer appropriate advice and guidance to support the preventive measures on the spreading of COVID-19 outlined by the Government for handling procurement activities. These guidelines were issued on the 27th March 2020. IFAD has also identified a range of rapid procurement modalities to support the Programme procurement activities in order to minimize the impact of COVID-19 on Programme implementation.

The following **MEASURES** shall be adhered to during the **Bid Opening of this tender**.

- a) Where bidders or their representatives chose to attend the bid opening, the Procuring entity shall ensure the opening venue is spacious and observe a social distance of at least 1.5 meters away from each other.
- b) Screening of the attendees shall take place.
- c) Failure by bidders to attend any bid opening shall not invalidate the process.
- d) The results of the bid opening shall be communicated by email within 30-days from the date of the tender opening. Bidders should **therefore submit** their registration details via tenders.kcepccralprogramme@gmail.com.
- e) [Virtual opening shall also be conducted and a zoom link shall be provided for those bidders who shall have registered their particulars in the email above \(d\).](#)

SECTION TWO:

Instructions to Consultants²

- 2.1 The Kenya Cereal Enhancement Programme-Climate Resilience Agricultural Livelihoods (“KCEP-CRAL”) has received European Union financing from the International Fund for Agricultural Development (“the Fund” or “IFAD”) towards the cost of KCEP-CRAL (“the client” or “procuring entity”), and intends to apply part of the proceeds for the recruitment of consulting services, for which this REOI is issued.
- 2.2 The use of any IFAD financing shall be subject to IFAD’s approval, pursuant to the terms and conditions of the financing agreement, as well as IFAD’s rules, policies and procedures. IFAD and its officials, agents and employees shall be held harmless from and against all suits, proceedings, claims, demands, losses and liability of any kind or nature brought by any party in connection with KCEP-CRAL Programme.
- 2.3 The client now invites expressions of interest (EOIs) from legally constituted consulting firms (not individual consultants) (“consultants”) to provide **consulting services to undertake e-voucher impact assessment survey**.
- 2.4 More details on these consulting services are provided in the Preliminary Terms of References (PTOR) attached as **Annex 1**. The consultant may sub-contract selected activities provided that said services do will not exceed 20% of the total consultancy work.
- 2.5 Before preparing its EOIs, the consultant is advised to review the Preliminary Terms of Reference attached as **Annex 1**, which describe the assignment and **Annex 2** that details the evaluation of the technical qualifications.
- 2.6 The consultant shall not have any actual, potential or reasonably perceived conflict of interest. A consultant with an actual, potential or reasonably perceived conflict of interest shall be disqualified unless otherwise explicitly approved by the Fund. A consultant including their respective personnel and affiliates are considered to have a conflict of interest if they a) have a relationship that provides them with undue or undisclosed information about or influence over the selection process and the execution of the contract, b) participate in more than one EOI under this procurement action, c) have a business or family relationship with a member of the client’s board of directors or its personnel, the Fund or its personnel, or any other individual that was, has been or might reasonably be directly or indirectly involved in any part of (i) the preparation of this expression of interest, (ii) the selection process for this procurement, or (iii) execution of the contract. The consultant has an ongoing obligation to disclose any situation of actual, potential or reasonably perceived conflict of interest during preparation of the EOI, the selection process or the contract execution. Failure to properly disclose any of said situations may lead to appropriate actions, including the disqualification of the consultant, the termination of the contract and any other as appropriate under the IFAD Policy on Preventing Fraud and Corruption in its Projects and Operations³.
- 2.7 All consultants are required to comply with the Revised IFAD Policy on Preventing Fraud and Corruption in its Activities and Operations (hereinafter, “IFAD’s Anticorruption

² This document refers to legally constituted consulting firms as “consultant”.

³ The policy is accessible at www.ifad.org/anticorruption_policy.

Policy”) in competing for, or in executing, the contract.

- a. If determined that a consultant or any of its personnel or agents, or its sub-consultants, sub-contractors, service providers, suppliers, sub-suppliers and/or any of their personnel or agents, has, directly or indirectly, engaged in any of the prohibited practices defined in IFAD’s Anticorruption Policy or integrity violations such as sexual harassment, exploitation and abuse as established in IFAD’s Policy to Preventing and Responding to Sexual Harassment, Sexual Exploitation and Abuse⁴ in competing for, or in executing, the contract, the EOI may be rejected or the contract may be terminated by the client.
- b. In accordance with IFAD’s Anticorruption Policy, the Fund has the right to sanction firms and individuals, including by declaring them ineligible, either indefinitely or for a stated period of time, to participate in any IFAD-financed and/or IFAD-managed activity or operation. The Fund also has the right to recognize debarments issued by other international financial institutions in accordance with its Anticorruption Policy.
- c. Consultants and any of their personnel and agents, and their sub-consultants, sub-contractors, service providers, suppliers, sub-suppliers and any of their personnel and agents are required to fully cooperate with any investigation conducted by the Fund, including by making personnel available for interviews and by providing full access to any and all accounts, premises, documents and records (including electronic records) relating to this selection process or the execution of the contract and to have such accounts, premises, records and documents audited and/or inspected by auditors and/or investigators appointed by the Fund.
- d. Consultants have the ongoing obligation to disclose in their EOI and later in writing as may become relevant: (i) any administrative sanctions, criminal convictions or temporary suspensions of themselves or any of their key personnel or agents for fraud and corruption, and (ii) any commissions or fees paid or to be paid to agents or other parties in connection with this selection process or the execution of the contract. As a minimum, consultants must disclose the name and contact details of the agent or other party and the reason, amount and currency of the commission or fee paid or to be paid. Failure to comply with these disclosure obligations may lead to rejection of the EOI or termination of the contract.
- e. Consultants are required to keep all records and documents, including electronic records, relating to this selection process available for a minimum of three (3) years after notification of completion of the process or, in case the consultant is awarded the contract, execution of the contract.

2.8 The Fund requires that all beneficiaries of IFAD funding or funds administered by IFAD, including the client, any consultants, implementing partners, service providers and suppliers, observe the highest standards of integrity during the procurement and execution of such contracts, and commit to combat money laundering and terrorism financing consistent with IFAD’s Anti-Money Laundering and Countering the Financing of Terrorism Policy.⁵

⁴ The policy is accessible at <https://www.ifad.org/en/document-detail/asset/40738506>.

⁵ The policy is accessible at <https://www.ifad.org/en/document-detail/asset/41942012>.

2.9 **Procedure:** the selection process will be conducted using **the Fixed Budget Selection** as laid out in the IFAD Procurement Handbook that can be accessed via the IFAD website at www.ifad.org/project-procurement. The client will evaluate the EOIs using the criteria provided in **Annex 2**. The shortlisted consultant(s) will be provided with the detailed TORs and asked to submit a detailed technical and financial offer. The evaluation will include a review and verification of qualifications and past performance, including a reference check, prior to the contract award.

SECTION THREE:
3.1 FORM EOI-1
EOI SUBMISSION FORM

[Location, date]

[Authorized official]

CONSULTING SERVICES TO UNDERTAKE E-VOUCHER IMPACT ASSESSMENT SURVEY
REFERENCE: MOALF&C/SDCD&AR/KCEP-CRAL/PROC/REOI-091/2021-2022

We, the undersigned, declare that:

1. We are expressing our interest in providing the consulting services for the above-mentioned assignment and have no reservations to the REOI, the instructions to the consultants and any addenda thereto.
2. Our expression of interest is open for acceptance for a period of one hundred and twenty days (120) days.
3. Our firm, its associates, including any subcontractors or suppliers for any part of the contract, have not been declared ineligible by the Fund and have not been subject to sanctions or debarments under the laws or official regulations of the client's country or not been subject to a debarment recognized under the Agreement for Mutual Enforcement of Debarment Decisions (the "Cross-Debarment Agreement")⁶, beyond those declared in paragraph 9 of this EOI submission form.
4. We acknowledge and accept the IFAD Revised Policy on Preventing Fraud and Corruption in its Activities and Operations. We certify that neither our firm nor any person acting for us or on our behalf has engaged in any prohibited practices as provided in ITC Clause 6. Further, we acknowledge and understand our obligation to report to anticorruption@ifad.org any allegation of prohibited practice that comes to our attention during the selection process or the contract execution.
5. No attempt has been made or will be made by us to induce any other consultant to submit or not to submit an EOI for the purpose of restricting competition.
6. We acknowledge and accept the IFAD Policy on Preventing and Responding to Sexual Harassment, Sexual Exploitation and Abuse. We certify that neither our firm nor any person acting for us or on our behalf has engaged in any sexual harassment, sexual exploitation or abuse. Further, we acknowledge and understand our obligation to report to ethicsoffice@ifad.org any allegation of sexual harassment, sexual exploitation and abuse that comes to our attention during the selection process or the contract execution.

⁶ The Cross-Debarment Agreement was entered into by the World Bank Group, the Inter-American Development Bank, the African Development Bank, the Asian Development Bank and the European Bank for Reconstruction and Development, additional information may be located at: <http://crossdebarment.org/>.

7. The following commissions, gratuities, or fees have been paid or are to be paid with respect to the selection process:

Name of Recipient	Address	Reason	Amount	Currency

(If none has been paid or is to be paid, indicate “none.”)

8. We declare that neither our consulting firm nor any of its directors, partners, proprietors, key personnel, agents, sub-consultants, sub-contractors, consortium and joint venture partners have any actual, potential or perceived conflict of interest as defined in ITC Clause 5 regarding this selection process or the execution of the contract.

[insert if needed:

“other than the following:” and provide a detailed account of the actual, potential or perceived conflict]. We understand that we have an ongoing disclosure obligation on such actual, potential or perceived conflicts of interest and shall promptly inform the client and the Fund, should any such actual, potential or perceived conflicts of interest arise at any stage of the procurement process or contract execution.

9. The following criminal convictions, administrative sanctions (including debarments) and/or temporary suspensions have been imposed on our consulting firm and/or any of its directors, partners, proprietors, key personnel, agents, sub-consultants, sub-contractors, consortium and joint venture partners:

Nature of the measure (i.e., criminal conviction, administrative sanction or temporary suspension)	Imposed by	Name of party convicted, sanctioned or suspended (and relationship to the consultant)	Grounds for the measure (i.e., fraud in procurement or corruption in contract execution)	Date and time (duration) of measure

If no criminal convictions, administrative sanctions or temporary suspensions have been imposed, indicate “none”.

10. We acknowledge and understand that we shall promptly inform the client about any material change regarding the information provided in this EOI submission form.
11. We further understand that the failure to properly disclose any of information in connection with this EOI submission form may lead to appropriate actions, including our disqualification as consultant, the termination of the contract and any other as appropriate under the IFAD Policy on Preventing Fraud and Corruption in its Projects and Operations.
12. We understand that you are not bound to accept any EOI that you may receive.

[Authorized signatory] _____

[Name and title of signatory] _____

[Name and address of firm] _____

3.2 FORM EOI-2

ORGANIZATION OF THE CONSULTANT

CONSULTING SERVICES TO UNDERTAKE E-VOUCHER IMPACT ASSESSMENT SURVEY

REFERENCE: MOALF&C/SDCD&AR/KCEP-CRAL/PROC/REOI-091/2021-2022

[The consulting firm is required to provide a brief description of the background and organization of your firm/entity and of each associated firm for this assignment. Include the organization chart of your firm/entity. The EOI must demonstrate that the consultant has the organizational capability and to carry out the assignment. The qualifications document shall further demonstrate that the consultant has the capacity to field and provide experienced replacement personnel on short notice. Key staff CVs are not required at the shortlisting stage.]

Name of the firm	
Date of establishment	
Country of registration	
Full address of the firm	
Focal point: name, position, contact information (telephone, email):	Name:
	Tel:
	Email:
Number of branches in the country	
Country(ies) of operations with number of branches in each country	
Number of full-time employees	
Number of part-time employees	
Field(s) of expertise of the firm	
Number of professional staff with experience related directly to the assignment	

<p>Subsidiary and associated companies (<i>wherever applicable</i>): (details in the following format to be provided for all associates) –</p> <ul style="list-style-type: none"> (i) Name of the company (ii) Nature of business (iii) Address of the company (iv) Website of the company (v) Brief description of company <p>(maximum of 120 words)</p>	
<p>Any other information that the consultant would like to add:</p>	

Maximum 10 pages

3.3 FORM EOI-3

EXPERIENCE OF THE CONSULTANT

CONSULTING SERVICES TO UNDERTAKE E-VOUCHER IMPACT ASSESSMENT SURVEY

REFERENCE: MOALF&C/SDCD&AR/KCEP-CRAL/PROC/REOI-091/2021-2022

[Using the **format below**, provide information on each relevant assignment for which your firm, and each associate for this assignment, was legally contracted either individually as a corporate entity or as one of the major companies within an association, for carrying out consulting services similar to the ones requested under the preliminary terms of reference included in this EOI. The EOI must demonstrate that the consultant has a proven track record of successful experience in executing projects similar in substance, complexity, value, duration, and volume of services sought in this procurement]

[Maximum 20 pages]

Assignment name:	Approx. value of the contract in Ksh (or equivalent in US\$):
Country: Location within country:	Duration of assignment (months):
Name of client:	Total No. of staff-months of the assignment:
Address, and contact details (including email address(es)):	Approx. value of the services provided by your firm under the contract (or equivalent in US\$):
Start date (month/year): Completion date (month/year):	No. of professional staff-months provided by associated consultants:

Name of associated consultants, if any:	Name of proposed senior professional staff of your firm involved and functions performed (indicate most significant profiles such as project director/coordinator, team leader):
Narrative description of project:	
Description of actual services provided by your staff within the assignment:	

Name of Firm: _____

SECTION 4:

ANNEX 1

PRELIMINARY TERMS OF REFERENCE

CONSULTING SERVICES TO UNDERTAKE A DETAILED E-VOUCHER IMPACT ASSESSMENT SURVEY

REFERENCE: MOALF&C/SDCD&AR/KCEP-CRAL/PROC/REOI-091/2021-2022

The Objectives of the Assignment:

- 4.1 The main objective of this assignment is to identify a suitable Firm to conduct a full impact assessment with high quality data and information at household and community levels for use in carrying out an impact assessment of the E-voucher Programme taking into account IFAD's guidelines on impact assessment. The firm shall be further responsible for undertaking a full impact assessment that will include; survey design, set-up and implementation, data and information collection; data analysis, high level report consolidation and production of a policy brief on e-voucher. The analyses of the data shall be both through qualitative and quantitative methods. The data collection will cover the 13 Programme Counties with a possibility to include beneficiaries from control counties not exceeding 3 counties. The total number of the households to be interviewed will not be less than 10,000 for beneficiaries and not less than 5,000 for the control group. The Firm should have experience in IFAD⁷/international organization experiences.
- 4.2 The impact assessment will be based on both qualitative and quantitative data collected techniques at the household and community level. The key outcome indicators, including indicators from Programme's Logical framework of interest in this impact assessment are:
- a) Wellbeing indicators (income, assets).
 - b) Access to markets and rural infrastructures.
 - c) Food security and nutrition (household dietary diversity and nutrition, food insecurity experience)
 - d) Agricultural production and productivity (crop and livestock and any other enterprises).
 - e) Decision-making and control over resources.
 - f) Resilience Levels.
 - g) Credit, savings, and access to financial services.
 - h) Job creation/employment generation and
 - i) Social capital.

⁷ Including Analysis and integration of the Core Indicators.

-
- 4.3 Key staff members from the IFAD Team and Project Management Unit (PMU) will provide supervisory support in the implementation of the impact assessment, including providing feedback with setting up the implementation design and data collection methods. The IFAD, EU and PCU will provide supervision, backstopping and support throughout the process to ensure quality assurance. The IFAD team will be composed of Technical Experts with a distinguished background in economics, and statistics and extensive experience in the field of impact assessment and applied research. The firm will take the lead role in all activities including the design of the survey strategy as well as the design and development of the "Computer Assisted Personal Interviews" (CAPI) version of the questionnaires, using the Survey Solutions software that will receive comments and feedback from IFAD, EU and PCU.
- 4.4 Survey design, implementation, and data analysis and report writing - from including designing the sample frame to collection of data at all levels - is the focus of these Terms of Reference. Taking into consideration that the IFAD Team review the design of the survey strategy and the development of questionnaires, while the implementation of the impact assessment will be undertaken by the Consulting firm as listed below.
- 4.5 **Duration:** Expected completion date shall be twelve months from commence date [contract effectiveness]

Duties and Responsibilities:

- 4.6 The primary responsibility of the Consultant is to work in close collaboration with all counterparts, including members of the PCU, EU and IFAD Team, in the development and supervision of all phases of the impact assessment and, in particular for data collection through field surveys of the households and communities. Specifically, the Consultant will be responsible for the following aspects of Impact Assessment:
- 4.6.1 **Development of The Survey Strategy:** The consultant is required develop the data collection plan (for quantitative analysis) for the preparation of a) research design (assisting in devising tailored, context-specific questions that must reflect the country context given the logic of the project), b) development of the sampling frame and strategy (acquire secondary data, previous baselines, thematic and annual outcome surveys undertaken by the Programme and any other data and/or information needed for sampling) and c) development of the approach for data collection elaborated by IFAD Team (providing context specific inputs on developing methods, tools to use, pilot the tools, timing, work plan, identification of focal points and logistical aspects).
- 4.6.2 **Data Quality and Standard System:** The Consultant will take the lead role, in ensuring quality data quality and progress tracking using the Survey Solutions online management and tracking system on a daily basis. In this respect, it is expected that the Consultant will create automated feedback files that highlight errors⁸ of interviews

⁸ These files should check for consistency errors, missing answers and outliers among others.

which, in turn, should be used to follow-up with enumerators, again on a daily basis during data collection. Furthermore, the Consultant is expected to define - clearly and in a detailed manner - the field management, organization, roles, responsibilities, as well as type and number of devices used for data collection etc before the start of the data collection.

4.6.3 **A progress tracking system** should clearly explain the approach to track the progress of the respective surveys throughout the duration of the data collection and survey.

4.6.4 **Comments and Inputs to the Survey Tools for Quantitative Data Collection:** The Consultant is expected to take into considerations inputs from the IFAD Team inputs and comments related to contextualization of the questionnaire., The tools should reflect country's setting and logic of the project and to provide accurate and professional translation to the appropriate local languages of the survey instruments and manual⁹. The survey tools will include: a) finalized paper and tablet-based household level questionnaire; b) finalized paper and tablet-based community level questionnaire, c) enumerator training guidelines and manuals to help with the understanding and practicalities of the data collection including conversion tables and codes and, d) a well-functioning data collection application e) piloting. Development of the CAPI version of the questionnaire using the Survey Solutions software, for the household and community will be carried out by the Consultant. The questionnaires will also serve the purpose of collecting geo-referenced data, at household and community levels, needed to measure key outcome and output indicators. These indicators are identified in the Impact Assessment Plan, designed by Firm, which outlines the main research question based on the project's theory of change.

The household questionnaire administered as part of this survey will consist of questions regarding general household characteristics, such as household demographic characteristics, land use, on-farm and off-farm employment, income, credit and savings, resilience and asset ownership, among others. The household questionnaire is of a complex structure with multi-level nested information commonly found in agricultural surveys for impact assessment purposes. The length of surveys may vary depending on what is grown by the respondents and the number of plots they have access to (i.e. own, rent, borrow, etc.), however, on average it is expected that one household level questionnaire should take approximately 1.5 hours to be completed.

The community questionnaire¹⁰ also administered as part of this survey will consist of questions pertaining to the characteristics of the community and the community leaders. The service provider questionnaire is expected to take on average 45 minutes to complete.

⁹ The IFAD Team will provide the Consulting firm with an Excel file created by the Survey Solutions software that contains the English text of the respective draft questionnaires. The text to be translated consists of two parts: narratives and survey program logic (HTML-codes). The Consulting firm is responsible for providing accurate and professional translation of the narratives into the appropriate local languages while preserving the survey program logic in the same way it has been programmed in English. The translation has to be submitted to the IFAD Team at least three days before the pre-testing to address problems if necessary.

¹⁰ For qualitative aspects.

4.6.5 **Conduct Quantitative and Qualitative Data Collection:** The consulting firm is expected to provide a clear strategy for ensuring staffing and recruitment, pre-testing of the survey tool, training of supervisors and enumerators, piloting and carrying out the data collection. Data quality is essential and, therefore, the strategy should include the quality control linked to the responsibilities and role for data collection using tablets, for data quality check and for supervision of data uploading. This strategy will be approved by the IFAD and PCU Team. In particular this component includes:

- a) **Staffing:** Prompt recruitment of an experienced team consisting of a project manager, field managers, questionnaire and data manager and enumerators. The staff recruited must be able to liaise and communicate effectively within the areas they are assigned and with IFAD Team. The structure of the team is suggested as follows, with those recruited possessing proven experience in the role of:
- **Project Manager:** Responsible for planning, supervising and managing the entire project with the assistance of the field manager. The project manager will work in close collaboration with the field manager for the data collection and implementation of project activities, he/she will also serve as the main liaison with the PMU and IFAD Team.
 - **Field Manager:** Responsible for directly planning, closely supervising and managing the field work. The field managers will be present in the field together with the data collection team for the duration of the project.
 - **Data Manager:** Responsible for managing the electronic data collection using Survey Solutions Headquarter management and tracking system, including assigning surveys to supervisors and supporting supervisors' allocation of surveys to enumerators, tracking the progress of the collection, ensuring adherence to the sampling strategy, ensuring quality of interviews approved by Supervisors, and submitting of processed data to IFAD.
 - **Enumerators:** Responsible for completing the surveys and following the agreed post-survey quality checks and processing procedures.
 - **The full list of staff,** including enumerators, computer specialists in data entry and database, field supervisors, along with basic information on the team and the data quality system must be approved by the IFAD and PCU Team, at least two weeks prior to the pre-testing of the survey tools. Experience in data collection through tablets is required, and experience in using the Survey Solutions data collection software is desirable

b) Qualifications of the Key Experts:

#	Key Staff	Minimum Qualifications
1.0	Project Manager/Team Lead	- Have at least a Master's Degree in either of the following disciplines, Economic, Econometric, and Agricultural Economic, Research or related similar qualifications.
		- Should have successfully completed five (5) similar tasks as a Team Leader in similar assignments of equivalent scope and extend during the last 5 years.
		- Evidence in overall planning, supervising and managing of similar survey.
2.0	Field Manager	- Have at least a Master's Degree in either of the following disciplines, Economic, Econometric, and Agricultural Economic, Research, Developmental Studies or related similar qualifications.
		- Should have successfully completed five (5) similar tasks involving field operations of equivalent scope and extend during the last 5 years.
		- Evidence in overall field planning, supervising and coordination of similar survey.
3.0	Data Manager	- Have at least Bachelor's degree or above, economics, business studies or equivalent with professional training in statistics or economics.
		- Should have successfully and completed five (5) similar tasks involving field operations of equivalent scope and extend during the last 5 years.
		- Evidence in complex data management, analysis and reporting of similar survey in STATA and SPSS/SAS.
		- Evidence in complex surveys using Computer Assisted Personal Interviews (PAPI), with bias on using the Survey Solutions software.
4.0	IT Manager	- Have at least Bachelor's degree or above, Computer Sciences and IT, Mathematics or equivalent with professional training in IT.
		- Evidence in complex supporting IT related elements for large surveys.
		- Evidence in coding for complex surveys using Computer Assisted Personal Interviews (PAPI), with bias on using the Survey Solutions software.
5.0	Data Enumerators	- Have at least Bachelor's degree in Agriculture, IT, Statistics or equivalent with professional training.
		- Evidence of experience in field data collection using Computer Assisted Personal Interviews (PAPI), with bias on using the Survey Solutions software.

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- c) **Verification and testing plan:** Preparing a plan to verify and test the quality and capability of enumerators at the end of the pre-testing, training and pilot phase of the survey questionnaires, and submit it to the IFAD Team for review at least one week before the start of the enumerator training.
 - d) **Secure Server:** Procuring secure server or cloud services for the transfer and storage of data, for the duration of the data collection, including a month or more after data collection has been finalized.
 - e) **Equipment:** Data collected using tablets with the following specifications: version of Android Operating System that is 4.3.1 (Android 5.0+ is strongly recommended) or higher, minimum 1GB of RAM, 8GB of flash memory storage with at least 1GB of available space, a Wifi module, 3G/4G connectivity, and GPS technology plus, GPS devices and tape recorders or other required electronic devices.¹¹ It is not recommended that the enumerators use their personal mobile phones or tablets for data collection.
 - f) **Logistics:** Arranging transportation, lodging of survey teams and equipment related to the household and community survey interviews, pre-testing, enumerator training, and piloting of data collection; ensuring proper maintenance, functionality and safety of all vehicles and equipment.
 - g) **COVID-19 measures and protocols:** Procuring all the necessary Personal Protective Equipment (PPE) or kit for the field staff as well as any medical insurance. All COVID-19 protocols and standards, in line with measures outlined by Government of Kenya and County Governments, must be adhered to throughout the data collection exercise, including social distancing, use of nose masks, hand washing and use of hand sanitizers. Additional precautionary measures such as checking of body temperature of enumerators and supervisors prior to commencing daily field work, assessment of COVID-19 symptoms, etc are strongly advised. Contingency measures to address any emergency arising (health or otherwise) must be developed and put in place prior to commencing fieldwork, as part of the field work plan. All necessary authorizations and clearances to conduct field visits and implement the survey data collection must be obtained, in accordance with prevailing directives or measures by the Government of Kenya.

4.6.6 Pre-Testing, Enumerator Training and Pilot: The Consultant is responsible for arranging the pre-testing, the enumerator training as well the pilot phase of the survey tools. The pre-testing has the function of: (i) verifying the accuracy of translation; (ii) identifying questions that are difficult to understand for respondents; and (iii) identifying where improvements can be made in the general questionnaire design and

¹¹ Compatible tablet models are listed on this webpage. <http://support.mysurvey.solutions/customer/en/portal/articles/2505822-what-tablets-should-i-buy->

duration flow¹². The pre-testing team should include all the supervisors, a few local experts (i.e. agronomist/livestock specialists or agricultural experts), and if deemed necessary, a few key enumerators.

The Consultant is also fully responsible for arranging the pilot, during which each enumerator must complete at least three pilot questionnaires and upload at least the third interview to the server. Note that during the pilot phase, it is expected that each pilot questionnaire will take around double the time that it will take during the live data collection.

The enumerator training and the pilot should be conducted concurrently. The Consultants is responsible for devising the training schedule given the specific needs of the project (i.e. sample size, logistics, type and level of complexity of the intervention, etc.) and the training schedule should be as rigorous as the following proposed example, but cannot be less than 8 full days (including pre-testing, training and pilot):

- 4.6.7 **Quantitative Household and Community Level Surveys:** Administer of these surveys which will cover at least 15,000 households and at least 300 communities. The Consultant is responsible for setting up a Secure Server on which the Survey Solutions software tools will be hosted. The Consultant must ensure that the IFAD Team has access to the Server, throughout data collection. The IFAD Team will, in parallel with the Consultant, conduct quality checks on a daily basis. Detailed geographic location information of the households and communities should be captured - without any additional cost to IFAD – using built-in GPS device in the tablets, or other suitable GPS devices, will be required.
- 4.6.8 **Cleaned Data:** Submit cleaned qualitative¹³ and quantitative data files in Stata/SPSS and Excel format, complete with any “syntaxes”/’do’ files or other relevant material and of a clear and complete codebook and guidelines for data interpretation and understanding. Data files submitted should perfectly reflect Survey Solutions exporting structure, ensuring each module of the questionnaire corresponds to its specific data file, including the related roster to which observations correspond (i.e. the identification of each observation collected must be kept in each data file).
- 4.6.9 **Report:** Provide a **final report** after completion, incorporating comments and feedback received from the IFAD Team.
- 4.6.10 **Responses to Queries On Data Collected:** Provide written responses to queries related to the data, in the form of emails and note explanations, as and when queries about the data are raised during the duration of the contract, but after cleaned data have been submitted to IFAD Team.

¹² Pre-testing of the survey tool might entail major changes to the questionnaire.

¹³ In a suitable application

4.6.11 **Data Analysis:** The collected data needs to be analyzed using advanced econometric and statistical techniques such as propensity score matching (PSM) or inverse probability weighting (IPW) or inverse probability weighted regression adjustment (IPWRA) for generalization of the finding. Do/syntax files need to be provided and the data needs to be stored following a set folder structure and naming provided by IFAD.

4.6.12 **Writing of Impact Assessment Report:** Based on the data analysis, the survey company has to write the impact assessment initial report. Guidance will be provided by the IFAD Team.

4.7 The Consulting Firm should possess proven experience and capacity to execute the stated tasks. In particular, the firm is expected to demonstrate competence in the following areas:

- i. The requirements for this activity include previous, demonstrable experience in conducting and processing qualitative and quantitative data collection in a developing economy and setting on a large scale, both in terms of the number of surveys and the geographic coverage, as well as agriculture-related knowledge. It is highly desirable that the Consulting firm has experience conducting qualitative and quantitative data collection in agricultural settings in Kenya. If the Consultant plans to use a Sub-consultant, the same requirement applies to the Sub-consultant.
- ii. An experienced team to oversee all aspects of the data collection exercise, fully functioning equipment and software, data storage facilities with back-up. Furthermore, the required permissions necessary for conducting the surveys in the field must be obtained by the Consultant.

iii. **Required competencies:**

- ~ **Well organized** – The Consulting firm should be able to effectively plan and execute the collection of data to the exact specifications of the PCU and IFAD Team;
- ~ **Efficient** – As there will be a tight deadline for the completion of the activities, the ability to plan and execute the tasks quickly, but to a high standard, is imperative;
- ~ **Attention to detail** – The Consultant must be able to ensure the data collected is largely free from errors, inconsistencies and that the sampling for the surveys is carried out to the exact specifications.

iv. **Languages:**

Excellent written and verbal communication skills in English and Kiswahili are essential. The team of enumerators must also be fluent in the local language/dialect of the area to which they are assigned.

ANNEX 2

Qualification and Evaluation Criteria

#	Evaluation Criteria	Mandatory (Yes/ NO)
1.	<p>Mandatory Evaluation Criteria: - Stage One: Mandatory/Preliminary Evaluation: 1) Certified Copy of Certificate of Incorporation. 2) Certified Copy of Valid Tax Compliance Certificate (will be verified on the KRA TCC Checker. 3) Firms / Consulting firms who have ongoing /incomplete assignments and Projects with the KCEP-CRAL Programme are not eligible to bid. 4) Submit a duly serialized and or paginated bid document including all the attachments in the bid document in a Sequential manner.</p> <p>Note: ~ Where the Applicant is a Consortium, provide <u>a list of the proposed Partners/ members</u> of the consortium and the proposed Leader of the consortium and the roles of each member. ~ Bidders shall ensure that the submitted bid is a well-organized bid document, with a reference table of contents including all the attachments in the bid.</p> <p>All items <u>MUST</u> be submitted to proceed to the next stage.</p>	Mandatory (Yes/ NO)
2.	<p>Technical Qualification General Experience of the Firm: (5 Mks) a) Documented evidence of experience for conducting a large-scale quantitative and qualitative large surveys/studies¹⁴ in rural settings in Kenya and/or Africa Middle Economy Country and or beyond (<i>for each completed large scale similar assignment – 5Mark</i>)</p>	30Marks

¹⁴ Large scale to mean the scope, the approach and undertaking of the study / survey

#	Evaluation Criteria	
	<p>b) The average turnover of the firm in the last three¹⁵ years should be Ksh 50,000,000.00 <i>[Ksh 50M and above - 20mks; 30M upto 49Mn – 10mks below Ksh 10M- 5mks]</i></p> <p>Specific Experience of the Firm: (50mks)</p> <p>(a) Demonstrate evidence of similar experience in undertaking a large scale impact assessment survey /studies [National, County and Sector] <i>[Each assignment 5mk]</i></p> <p>(b) Submit evidence of experience in implementation of a complex and large impact survey/ study in the agrarian sector [National, County and Sector] <i>[Each assignment 5mk]</i></p>	<p>20 marks</p> <p>30 marks</p> <p>20 marks</p>
	<p>Pass Mark: 70 Marks <i>Only bidders who score 70 marks and above will be shortlisted and invited for the request for proposals. Those who score below 70 shall be eliminated at this stage.</i></p>	