



**MINISTRY OF AGRICULTURE, LIVESTOCK, FISHERIES AND
COOPERATIVES
STATE DEPARTMENT FOR LIVESTOCK
KENYA LIVESTOCK COMMERCIALIZATION PROJECT (KeLCoP)**

EXPRESSION OF INTEREST

(By the consulting firm in response to the REOI
issued by the procuring entity)

For

**Consultancy Services for Website
Development**

Ref No:

MOALFC/SDL/KELCOP/EOI/06/2021/2022

Issue Date: 11th March 2022

**Date of submission: 21st March 2022,
11.00a.m East African Time**

Foreword

This document has been prepared by **The State Department for Livestock** through the **Kenya Livestock Commercialization Project (KeLCoP)** and is based on the 1st edition of the IFAD-issued standard procurement document for expression of interest available at www.ifad.org/project-procurement. This bidding document is to be used for the procurement of services using **Quality and Cost based selection method(QCBS)** in projects financed by IFAD.

IFAD does not guarantee the completeness, accuracy or translation, if applicable, or any other aspect in connection with the content of this document.

Instructions to Consultants¹
Procurement Reference Number:
MOALFC/SDL/KELCOP/EOI/06/2021/2022
11th March 2022

**Consultancy Services for Website
Development**

1. The Government of Kenya(GoK) has received financing from the International Fund for Agricultural Development (“the Fund” or “IFAD”) towards the cost of Kenya Livestock Commercialization Project(KeLCoP) (“the client”) and intends to apply part of the proceeds for the recruitment of consulting services, for which this REOI is issued.
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 Kenya Livestock Commercialization Project(KeLCoP).
3. The client now invites expressions of interest (EOIs) from legally constituted consulting firms (not individual consultants) (“consultants”) to provide Consultancy Services for Website Development. More details on these consulting services are provided in the preliminary terms of reference (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.
4. 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.
5. 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

¹ This document refers to legally constituted consulting firms as “consultant”.

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 Operations².

6. 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 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 Abuse³ 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

² The policy is accessible at www.ifad.org/anticorruption_policy.

³ The policy is accessible at <https://www.ifad.org/en/document-detail/asset/40738506>.

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.
7. 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.⁴
 8. **Procedure:** the selection process will be conducted using **Quality and Cost Based selection method (QCBS)** 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.
 9. 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.
 10. Any request for clarification on this EOI including the PTOR should be sent via e-mail to the address no later than **5p.m, 14th March 2022 East African Time**. The client

⁴ The policy is accessible at <https://www.ifad.org/en/document-detail/asset/41942012>.

will provide responses to all clarification requests by **5p.m, 16th March 2022 East African Time.**

11. **Submission Procedure:** please submit your expression of interest using the forms provided for this purpose. Your EOI should comprise one (1) original copy of each EOI form annexed to this document. EOIs shall be submitted to the address below no later than **11.00a.m 21st March 2022 East African Time. Submission of EOIs through email not allowed.**

Project Management and Coordination unit(PMCU) ,

Kenya Livestock Commercialization Project (KeLCoP),

Attn: Moses Kembe, PhD, Project Coordinator

P.O. Box 12261-20100 Nakuru, Kenya

Nakuru-Ravine Road, Opposite KEMSA Regional office

Tel: +254-51-2210851

E-mail: pmcu.kelcop@gmail.com

Yours sincerely,

Project Coordinator

Kenya Livestock Commercialization Project (KeLCoP)

For: Principal Secretary, State Department for Livestock

Form EOI-1
EOI Submission Form

[Location, date]

[Authorized official]

Re: Consulting Services for Website Development
Ref: MOALFC/SDL/KELCOP/EOI/06/2021/2022

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 ninety (90) 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")⁵, 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

⁵ 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/>.

Kenya Livestock Commercialization Project (KeLCoP): Consultancy Services for Website Development: Reference Number MOALFC/SDL/KELCOP/EOI/06/2021/2022

harassment, sexual exploitation and abuse that comes to our attention during the selection process or the contract execution.

7. The following commissions, gratuities, or fees have been paid or are to be paid with respect to the selection process: *[Insert complete name of each recipient, its full address, the reason for which each commission or gratuity was paid and the amount and currency of each such commission or gratuity.]*

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]

Form EOI-2
Organization of the Consultant

Re: Consulting Services for Website Development

Ref: MOALFC/SDL/KELCOP/EOI/06/2021/2022

[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	
Subsidiary and associated companies (<i>wherever applicable</i>):	

<p>(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 (maximum of 120 words) 	
<p>Any other information that the consultant would like to add:</p>	

Maximum 10 pages

Form EOI-3
Experience of the Consultant

Re: Consulting Services for Website Development
Ref: MOALFC/SDL/KELCOP/EOI/06/2021/2022

[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, letters of recommendation, certificates of completion,ets

Maximum 20 pages]

Assignment name:	Approx. value of the contract (in current 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 (in current US\$):

Kenya Livestock Commercialization Project (KeLCoP): Consultancy Services for Website Development: Reference Number
MOALFC/SDL/KELCOP/EOI/06//2021/2022

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: _____

ANNEX 1

PRELIMINARY TERMS OF REFERENCE

Consulting Services for Website Development

1. Client

The client for this assignment is Kenya Livestock Commercialization Project (KeLCoP).

2. Country background

The livestock sub-sector plays an important role for Kenya's economy with a direct contribution of around 42 per cent to agricultural GDP and 12 per cent to national GDP. It accounts for 30 per cent of the total marketed agricultural products and provides raw materials for agro-processing and manufacturing. Investment in livestock development, directly contributes to increased income, food and nutrition security of livestock producing households, and by extension their communities. Even in the non-arid and semi-arid land (ASAL) areas, the livestock sub-sector constitutes an important source of family income and food security.

The sub-sector is an ideal enterprise to improve household food and nutrition security, increase incomes, create jobs and contribute to sustainable livelihoods of many rural people living below the poverty line. Small ruminant and poultry sub-sectors are experiencing low productivity and narrow profit margins due to; high cost of feed, poor animal husbandry, poor state of livestock infrastructure and limited availability of processing facilities.

It is in this regard that the Government of Kenya (GoK) requested The International Fund for Agriculture Development (IFAD) to finance a livestock project in the high potential and pastoral counties. IFAD and GoK through the Ministry of Agriculture, Livestock, Fisheries and Cooperatives (MALFC), SDL and participating Counties designed a new project titled the Kenya Livestock Commercialization Project (KeLCoP).

3. Background on project

The livestock sub-sector plays an important role for Kenya's economy with a direct contribution of around 42 per cent to agricultural GDP and 12 per cent to national GDP. It accounts for 30 per cent of the total marketed agricultural products and provides raw materials for agro-processing and manufacturing. Investment in livestock development, directly contributes to increased income, food and nutrition security of livestock producing households, and by extension their communities. Even in the non-arid and semi-arid land (ASAL) areas, the livestock sub-sector constitutes an important source of family income and food security.

The sub-sector is an ideal enterprise to improve household food and nutrition security, increase incomes, create jobs and contribute to sustainable livelihoods of many rural people living below the poverty line. Small ruminant and poultry sub-sectors are experiencing low productivity and narrow profit margins due to; high cost of feed, poor animal husbandry, poor state of livestock infrastructure and limited availability of processing facilities.

Kenya Livestock Commercialization Project (KeLCoP): Consultancy Services for Website Development: Reference Number MOALFC/SDL/KELCOP/EOI/06/2021/2022

It is in this regard that the Government of Kenya (GoK) requested The International Fund for Agriculture Development (IFAD) to finance a livestock project in the high potential and pastoral counties. IFAD and GoK through the Ministry of Agriculture, Livestock, Fisheries and Cooperatives (MALFC) and participating Counties designed a new project titled the Kenya Livestock Commercialization Project (KeLCoP).

Kenya Livestock Commercialization Project (KeLCoP) is a six year project jointly funded by; Government of Kenya (GOK), International Fund for Agricultural Development (IFAD), Heifer International, Participating Financial Institutions (PFI) and Beneficiary communities. The Project Loan negotiation meeting was done on 25-28 August 2020. The IFAD Executive Board approved the Loan in 18 September 2020. The Project came into force on 05 March 2021 with a Completion date of 31 March 2027 and Loan Closing date of 30 September 2027.

The Project Goal is to contribute to the Government's agriculture transformation Agenda of increasing rural small-scale farmers' incomes, food and nutrition security. The development objective is to increase incomes of 110,000 poor livestock and pastoralist households, especially youth and women, in an environmentally friendly manner, in selected project areas of the 10 participating counties. The Project areas are Semi-Arid counties (Elgeyo Marakwet and Baringo), Arid counties (Marsabit and Samburu).and other areas are Busia, Bungoma, Kakamega, Siaya, Nakuru and Trans Nzoia. The targeted value chains are small ruminants (sheep, goats for meat and dairy goats), local improved breed poultry, bee keeping and rabbit production (where applicable).

The primary target group comprises of: very vulnerable, ultra-poor, mostly women headed households, pastoralist and agro-pastoralist households; commercially orientated pastoralist and agro-pastoralist households; and young women and men involved in production and entrepreneurial activity at critical points in the value chain. The project will also engage with value chain drivers KeLCoP will have a strong focus on the inclusion of women and youth, marginalized tribes and persons with disabilities.

The project is expected to directly benefit 110,000 households with a total number of 495,000 people. From the total direct beneficiaries, women and youth beneficiaries will be 54 per cent and 30 per cent respectively. 30 percent of the beneficiaries will be targeted for nutrition interventions. A minimum of 5 per cent of beneficiaries will be from vulnerable groups (marginalized tribes, persons with disabilities and persons with HIV). The beneficiaries of targeted nutrition beneficiaries make up 30 per cent of the total households reached.

The project will be supported by 3 components namely; Component 1: Climate-smart production enhancement for small livestock, Component 2: Support to livestock market development and Component 3: Project management and coordination

The Lead Programme Agency is the State Department for Livestock in the Ministry of Agriculture, Livestock, Fisheries and Cooperatives. The project institutions will be: The Project Steering Committee (PSC), Project Management and Coordination Unit (PMCU), County Programme Coordinating Committees (CPCCs), County Project Technical Teams (CPTTs), Sub-County Technical Teams (SCPTTs) and Ward Committee.

Kenya Livestock Commercialization Project (KeLCoP): Consultancy Services for Website Development: Reference Number MOALFC/SDL/KELCOP/EOI/06/2021/2022

The total project costs of Ksh 9.46 billion (EUR 78.9 million) will be financed by i) an IFAD loan of Ksh 5.53 billion (EUR 46.2) million (ii) a GoK contribution in the amount of Kshs 1.91 billion (EUR 16 million), of which taxes and duties account for Ksh 1.27 billion (EUR 10.6 million), cash Ksh148.34 million (EUR 1.2 million) and in kind contribution in the amount of Kshs 498.34 million (EUR 4.1 million); iii) an Beneficiary contribution of Kshs 1.19 billion (EUR 9.9 million) of which in kind account for Kshs 936.98 million (EUR 7.8 million) and cash in the amount of Kshs 261.69 million (EUR 2.1 million); iv) Heifer International Kshs 342.61 million (EUR 2.8 million) and v) PFIs in the amount of Kshs 460.33 million (EUR 3.8 million).

Component 1 on "Climate Smart Production Enhancement for small Livestock "is the main investment and represents 59.1 per cent of the total project costs, while Component 2 on "Support to livestock Market Development", representing 24.7 per cent of total project costs. 'Project Management and Coordination Unit', represent 16.2 percent of the total project costs (of which subcomponent policy and institutional support to the National Government represents 1.2 per cent and project management and coordination unit support sub component represent 15 percent).

4. Background of the assignment

The project design includes some innovative elements and includes opportunities for the use of a host of digital technologies and applications that deploy Information Communication Technology for Development (ICT4D) approaches and scalable models in partnership with the private sector. The use of innovations and information technology will be integrated into the development of an eextension approach and the development of e-finance to reduce the costs of access and delivery and develop e-marketing systems for information and sale. The project will mainstream climate resilience, and sustainable natural resource management in the smalllivestock, poultry and honey value chain development.

5. Objectives of the assignment

The main objective of this assignment is to design, develop and implement a public-facing website as a custom-made web portal and content management system for KeLCoP. A website that will support integration, with its subsequent APIs and SMS gateway integrations. The interface should be approved and endorsed by KeLCoP. This CMS will also host the database for crowdsourced information which will inform farmers in the project area about the price of their produce in different areas of the country, track prevalence of different livestock diseases, and also help in informing farmers about climatic conditions so that they can better prepare and store animal feeds. The system therefore should provide a platform for interaction and information sharing among all those involved in the project and be an online repository for the projects documentations, reports and other relevant resources.

6. Scope of work

General Requirements:

- A content management system with custom-made functions and features
- Central administration access of all features offered by Application to KeLCoP staff.

Kenya Livestock Commercialization Project (KeLCoP): Consultancy Services for Website Development: Reference Number MOALFC/SDL/KELCOP/EOI/06/2021/2022

- Using CMS tools like Joomla, Wordpress, and Drupal is preferred during the development of this solution to increase speed and interaction of the website.
- Staff Training on CMS, admin backend,
- Full handover of the source code of the website and the Content management system.
- Website design and development on an iterative basis in a process involving the KeLCOP project team so as to accommodate any web concept and design changes.
- Website maintenance, which would include applying security patches, clearing out log files, enlarging disk space before it runs out, sorting out security certificates and fixing bugs in the code.

Functional Requirements:

- a) Content Management System (CMS): this solution must have a CMS to enable KeLCoP web administrator to easily update the content of the website without the need of programming, this CMS should be able to update content, adding pages, updating home page navigation menu, managing users, uploading media content and any other operations needed to control and update the website without the need to contact the solution provider. Uploading files and media content to the website through CMS must be unlimited and must be stored in a Database, and should be searchable. Creating new pages in the website must enable the website administrator to design the content in that page (paragraphs and images used in the web page) with the minimum knowledge in HTML & JavaScript only. Also adding these new created pages to the main menu should be an easy task through controlling menu nodes. CMS must have the ability to create users and user groups to determine who can do what. All changes made using the CMS by the authorized users must be logged in DB.
- b) The website interface and content will be in English.
- c) The portal is responsive by design.
- d) Search engine: all content of the website must be indexed and searchable and the returning result must highlight the keywords and remove duplicated results, advanced search capability must be available to create a better searching mechanism.
- e) Media gallery: the website should have ready-made tools to create photo gallery or video galley.
- f) Site Appearance:
 - Common Theme and Consistent Design — each section of the site should have a common look and feel (designs to be provided by KeLCoP). The use of photographs, colors, fonts and layouts should be consistent throughout the site. Design should be flexible to allow for a large range of monitor sizes while minimizing horizontal scrolling, in addition to the text instead of pictures in case of low bandwidth
 - Visually appealing — the site must have an attractive mix of text and graphics that does not overwhelm the user.

- Easy to navigate — the site should have simple and intuitive navigation that allows users to easily identify where they are within the site and where they need to go. Information should be grouped and presented in a logical manner and require no more than three levels of ‘drill down’ for the user to find the desired information.
- The Site must be in the English language.
- Search Function — provide capabilities using key words or phrasing that will identify content from throughout the site
- Calendar — integrate a calendar into the web site where we can list all of our events and meetings.
- Web forms.
- Pages should load quickly as to maintain an efficient respect of the user’s time.
- Videos: Include a video widget that allows us to pull in YouTube or other site videos instead of trying to embed them into the site which causes issues.
- The design of the main page should reflect the main responsibilities of the Client. They may be categorized in a way to more represent main duties.
- User experience and usability testing.
- Information architecture.
- Better e-services reach.
- Expand online service capacity.
- Extend reach on multiple platforms.

7. Capacity building and transfer of knowledge

- The service provider will be required to provide training and all necessary support to permit easy use by selected KeLCoP staff and work closely with KeLCoP IT team on hosting and implementation.
- An assigned project manager should be made available to present information and coordinate with KeLCoP staff, including a reasonable number of meetings to present design and development solutions.
- KeLCoP encourages creativity in the proposals submitted however; there are certain requirements for the web site project. Your proposal must account for all of these requirements.
- Site must be compatible with all modern web browsers such as Edge, Firefox, Chrome, and Safari.
- Web site must not require plug-ins as a default.
- Fast Loading Pages – The web site must be designed with a balance of text and graphics such that each page loads efficiently.
- The website should be developed to be mobile-friendly by design to accommodate the most recent versions of iOS and Android for smartphones and Tablets.
- manage all aspects of website security to protect confidential member information and existing content (data, reports, initiative and project information, contact details, etc.), and prevent hacks, defacing, etc.,

8. Reports and schedule of deliverables

- High-quality functional website, as per agreed terms in the contract document.
- Full integration with SMS gateway platform.
- Web forms for entry of crowdsourced data.
- Tabular and graphical display of crowdsourced data.
- The website should allow for future addition of different modules for example the e-commerce module.
- KeLCoP staff training on CMS and surrender of the source code to KeLCoP.
- Provide technical design and development of the functionalities in an interactive user friendly web application.
- Create a content management system for information publishing and updating to the various content areas such as the events, news, galleries, workshops and other bulletin boards.
- Create wireframes of the website design concepts.
- Install and configure relevant server applications on the website host server for secure, efficient and easy access of the website across all web platforms.
- Secure and authenticated access to the website using secure https transmission channels.
- A database and a document management system to store, manage and track documents uploaded to the website for downloads and easy access through remote sharing.
- Develop corresponding user accounts and interfaces for the website administrators.
- Administrator and end user training on the various website functionalities.
- Gradually develop guidelines for consistent web design, in collaboration with relevant team members, taking into account existing guidelines and best practices.
- Carry out other relevant web-related tasks such as search engine optimization

9. Consultant's qualifications and experience

A well-established highly qualified, experienced web development firm , which also has experience in developing web portals and custom content management solution projects, data integration and APIs, and expertise with best practices regarding:

- Experience in web design/systems development and Website hosting.
- Website development and deployment.
- Content management strategy/system particularly with respect to page template design,.
- Data integration with current apps and platforms.
- Responsive design.
- Knowledge of and experience in database and software design and implementation.
- Solid understanding of the concepts of user experience, user interface design principles and conceptual design.

- Knowledge in PHP,HTML,CSS, Java Script and industry-standard design tools such as Adobe Photoshop, Illustrator and Dreamweaver

Team composition

Key expert 1: Team leader

Qualifications and skills

- Academic qualification in Computer Science, Software Engineering, Web Development or relevant field
- Proven work experience as a Software Engineer or Software Developer
- Experience designing interactive web applications
- Experience developing web applications using at least one popular web framework (Joomla, Drupal,or wordpress)
- Experience with test-driven development
- Ability to document requirements and specifications

General professional experience

- Expert programmer in php(hypertext preprocessor), JavaScript and CSS(cascading style sheet).
- Excellent knowledge of relational databases, especially MySQL(structured query language).

Specific professional experience

- Execute full software development life cycle (SDLC), web design
- Develop flowcharts, layouts and documentation to identify requirements and solutions
- Write well-designed, testable code
- Produce specifications and determine operational feasibility
- Integrate software components into a fully functional CMS system
- Develop software verification plans and quality assurance procedures
- Deploy programs and evaluate user feedback
- Comply with project plans and industry standards

Key expert 2:

Qualifications and skills

- Qualification in Computer Science, Engineering or relevant field
- Experience developing web applications using at least one popular web framework (Joomla, Drupal,or wordpress)

General professional experience

- Expert programmer in php(hypertext preprocessor), javascript and css(cascading style sheet).
- Excellent knowledge of relational databases, especially MySQL(Structured query language).

Specific professional experience

Kenya Livestock Commercialization Project (KeLCoP): Consultancy Services for Website Development: Reference Number MOALFC/SDL/KELCOP/EOI/06/2021/2022

- Execute full software development life cycle (SDLC)
- Develop flowcharts, layouts and documentation to identify requirements and solutions
- Write well-designed, testable code
- Produce specifications and determine operational feasibility
- Integrate software components into a fully functional CMS system
- Deploy programs and evaluate user feedback
- Comply with project plans and industry standards

10. Location and period of execution

The development and coding of the CMS will be done at the consultants office. The consultant will carry out some activities at the client office, namely; user requirement gathering and training of the end user how to use the system. The table below shows the programme of work and payment schedule;

Activity	Timeframe (Days)	Payment Schedule
Requirement gathering and website specification on functionality.	2	20%
Website Design and wire framing	7	
Database design	7	
Implementation and programming	7	30%
Security and functionality testing	7	
Deployment	1	50%
Total	31 days	

11. Project coordination

The project Coordinator will supervise the consultant.

12. Services and facilities to be provided by client

The client will provide the consultant with the PDR, PIM, and other relevant materials to be uploaded. The client will provide office space for the consultant to collect user requirements, show progress to the client and to train the end users.

13. Services and facilities to be provided by the consultant

The service provider(s) will carry out the task at their own office space using their laptops and they will cater for their own transport to Nakuru while carrying out the activity.

ANNEX 2

Qualification and Evaluation Criteria

Preliminary Mandatory Requirements

- a) PIN Certificate
- b) Valid Tax compliance certificate from Kenya Revenue Authority (KRA)
- c) Copy of Business Registration/Certificate of incorporation
- d) Valid trading license/Business permit
- e) CR12 for limited companies, detailing the list of Directors and shareholding & copies of Identification Cards (ID) for the listed Directors attached.
- f) Audited Financial Statements for the recent three years
- g) Form EOI-1 and Form EOI-2 duly filled and signed by authorized Representative

For specific experience, evidence shall include successful experience in the execution of assignments of a similar nature and scope of assignments. The evidence of successful execution of assignment shall be restricted to assignments provided under FORM EOI-3, letters of recommendation/testimonials, certificates of completion, etc		
1)	Experience and past performance on similar contracts	40
2)	Evidence of successful completion of similar contracts	45
3)	Evidence of financial capacity to mobilize and sustain the services <ul style="list-style-type: none"> ➤ Equity =Net worth to be positive (TA-TL) ➤ Current ratio=total current assets/total current liabilities>1 ➤ Evidence of financing to demonstrate sufficient financial capacity and access to, or availability of, financial resources such as liquid assets, unencumbered real assets, lines of credit, Statement of financial solvency from a Bank and other financial means 	15
		100
	Minimum points required to pass	70 points