



**MINISTRY OF AGRICULTURE & LIVESTOCK DEVELOPMENT**  
**STATE DEPARTMENT FOR LIVESTOCK DEVELOPMENT**  
**De- Risking, Inclusion and Value Enhancement of Pastoral Economies**  
**(DRIVE) Project**

**REQUEST FOR EXPRESSIONS OF INTEREST**

**(CONSULTANCY SERVICES – FIRMS SELECTION)**

<b>COUNTRY:</b>	KENYA
<b>NAME OF PROJECT:</b>	DE- RISKING, INCLUSION AND VALUE ENHANCEMENT OF PASTORAL ECONOMIES (DRIVE) PROJECT
<b>PROJECT ID No:</b>	P176517
<b>Loan No:</b>	7139-KE
<b>Assignment Title:</b>	CONSULTANCY SERVICES FOR DRIVE PROJECT COMMUNICATION AND KNOWLEDGE MANAGEMENT STRATEGY
<b>Reference No.</b>	MOALD/SDL/DRIVE/CQS/ONT/03/2023-2024

The Government of Kenya has received financing from World Bank (WB) toward the cost of implementing De-risking, Inclusion and Value Enhancement of Pastoral Economies Project (DRIVE), and intends to apply part of the proceeds for consulting services. The Consulting services (“the Services”) include Consultancy Services for undertaking Communication and Knowledge management strategy.

**OBJECTIVES AND DELIVERABLES**

The Government of Kenya is seeking for qualified and experienced consultancy firm to work with the DRIVE Project team to develop a communication and knowledge management strategy, to enhance awareness creation for the project and influence support towards implementation among stakeholders. The consultant will develop a comprehensive communication and knowledge management, encompassing communication, knowledge management and grievance redress issues and approaches that will position the project, map and identify key stakeholders, their needs and their levels of influence and also providing mechanism for complaint resolution and feedback. The consultant will also facilitate the development of key messages and channels of communication that will be relevant to the project. Further, the communication and knowledge management strategy will prescribe how to engage the media and incorporate digital media, media products, in print, broadcast, and new media in engaging the public and relevant stakeholders. The Consultant will be required to deliver the following:

- 1) Write up a communication and knowledge management strategy document and train the Project Implementation Team members on how to implement the strategy and communicate with different stakeholders.
- 2) Develop an implementation plan, mapping resources needed and budget for the implementation for the strategy .
- 3) Propose, amongst other things, the use of various types of communication tools and channels, media products, in print, broadcast, and new media for the execution of DRIVE project’s communications and knowledge management objectives.

**Scope**

- I. Familiarize self with the DRIVE project which includes referring to project document and engaging with the project team.
- II. Familiarize with a draft communication and knowledge management strategy framework that is available to be enhanced and improved.
- III. Understand various communication, knowledge management and Grievance Redress issues and approaches for the project in order to enhance seamless communication to achieve project objective.
- IV. Familiarize with tasks involved within the project in relation to the assignment.
- V. Sample out the counties communication, knowledge management and Grievance Redress requirements through the County Governance structures.
- VI. The firm will use own equipment to accomplish the task.
- VII. Submit a detailed and workable work plan for the assignment.
- VIII. Value addition to the Terms of Reference on the assignment.

The Ministry through the DRIVE Project now invites eligible consultants to indicate their interest in providing the Services. Interested consultants should provide information demonstrating that they have the required qualifications and relevant experience to perform the Services. The short-listing criteria for the consultant are:

- a) Mandatory documents (Detailed Company Profile, Copies of Certificate of Incorporation/Registration and Tax Compliance Certificate)
- b) Minimum of Seven (7) years’ experience in Communication and Knowledge Management institutionalization.
- c) Must have done knowledge management strategy on at least five (5) public institution within the last seven (7) years. Attach evidence of the assignments (name and address of the client, scope, value, period, contract award, completion certificate or ongoing).
- d) Must have done communication strategy on at least two (2) public institutions within the last seven (7) years. Attach evidence of the assignments (name and address of the client, scope, value, period, contract award, completion certificate or ongoing).
- e) The firm must be registered with National Industrial Training Authority (NITA)

**Experts will not be evaluated at the shortlisting stage.**

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.

The attention of interested Consultants is drawn to paragraphs 1.9 of the World Bank’s Guidelines: Selection and Employment of Consultants (under IBRD Loans and IDA Credits & Grants) by the World Bank Borrowers (of January 2011 and revised in July 2014 (“ Consultant Guidelines”), setting forth the World Bank’s policy on conflict of interest.

A Consultant will be selected in accordance with the Consultants Qualification Selection (CQS) method set out in the World Bank’s Guidelines: Selection and Employment of Consultants.

Further information can be obtained from National Project Coordinator, De-risking, Inclusion and Value Enhancement of Pastoral Economies Project (DRIVE) situated at **Hill Plaza, 8<sup>th</sup> Floor, Room 804, Ngong Road, Nairobi** from Monday to Friday excluding weekends and public holidays from 8. 00AM to 5.00PM.

Expressions of interest must be delivered in a written form to the address below in person, by mail or by email addressed to: - **The Principal Secretary, State Department for Livestock Development, P.O Box 34188 -00100 Nairobi, Kenya** and be deposited in the Tender box at Kilimo house main reception -Ground floor, Cathedral road Nairobi on or before **Tuesday 28<sup>th</sup> November 2023 at 11.00 hours** clearly marked Consultancy Services for Undertaking Communication and Knowledge management strategy.

TOR for Communication and Knowledge Management framework consultancy may be viewed and obtained electronically for free from [www.kilimo.go.ke](http://www.kilimo.go.ke) , [www.ppip.go.ke](http://www.ppip.go.ke) websites.

Consultants intending to send their Expression of Interest via email should send to [pc-drive@kilimo.go.ke](mailto:pc-drive@kilimo.go.ke), by on or before **Tuesday 28<sup>th</sup> November 2023 at 11.00 hours**. Submitted documents should be clearly marked **‘Consultancy Services for Undertaking communication and knowledge management strategy’**.”

**Head, Supply Chain Management Services**  
**For: Principal Secretary**  
**State Department for Livestock Development**

