REQUEST FOR PROPOSAL

TERMS OF REFERENCE FOR CONSULTANCY IN DEVELOPMENT OF A COMPETENCY BASED AGROBUSINESS CURRICULUM, TRAINING MATERIALS, AND FACILITATING AND MANAGING THE VALIDATION PROCESS OF THE CURRICULUM

Eastern Africa Grain Council (EAGC) is a regional membership organization for the grain value chain in the Eastern Africa region whose objective is to develop and promote Structured Grain Trading Systems.

EAGC, in partnership with Global Communities, is implementing the Agribusiness Investment for Market Stimulation (AIMS) Program funded by the United States Department of Agriculture (USDA); which intends to increase agricultural trade through improving agribusiness small and medium sized enterprises (SMEs) and farmer organizations access to markets and financing in Kenya, Tanzania and Malawi.

AIMS has three major objectives: 1) to increase use of financial services through; 2) facilitate Buyer-Seller Relationships; and 3) improve the capacity of SMEs through business development services (BDS) for agribusiness SMEs and farmer organizations.

EAGC, under the AIMS program, recently conducted a study to profile agribusiness SMEs in Kenya, Malawi and Tanzania engaged in the grain sector and to understand their business development needs to grow their business, access financing and increase trade value and volumes. The study identified three (3) priority areas for training: marketing; record keeping, and financial management in the three target countries.

EAGC intends to develop curriculum to address the training needs identified in the earlier assessment and enable SMEs in the grain and pulses sectors to build their capacity in those areas to be better able to access financing and markets. EAGC invites proposals from individuals and/or consulting firms with proven experience and expertise in developing curricula, training materials, and pre –testing of training materials in the three identified areas marketing; record keeping, and financial management.

Proposing firm shall submit one electronic copy no later than 18th October 2016 by 17:00hrs. Late submissions will not be accepted. Questions concerning this RFP should be directed to Procurement in writing via e-mail at procurement@eagc.org.
## REQUEST FOR PROPOSAL (RFP)

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<th>RFP NUMBER:</th>
<th>ISSUE DATE:</th>
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<td>4&lt;sup&gt;th&lt;/sup&gt; October 2016</td>
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<th>CLIENT:</th>
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<td>EAGC</td>
<td>Agribusiness Investment for Market Stimulation (AIMS)</td>
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**DEVELOPMENT OF A COMPETENCY BASED AGRIBUSINESS CURRICULUM, TRAINING MATERIALS, AND FACILITATING AND MANAGING THE VALIDATION PROCESS OF THE CURRICULUM**

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<th>ISSUED BY:</th>
<th>PROPOSAL DUE DATE:</th>
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<tr>
<td>Regional Finance Manager</td>
<td>18&lt;sup&gt;th&lt;/sup&gt; October 2016</td>
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<tr>
<td>Eastern Africa Grain Council</td>
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<td>P O Box 218 00606 Nairobi, Kenya</td>
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<td>Tel: +254 (20) 3745840 /020-204 4094</td>
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<td>Office Cell: +254 733 444 035 / 710 607313</td>
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<th>QUESTIONS DEADLINE:</th>
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<td>10&lt;sup&gt;th&lt;/sup&gt; October 2016</td>
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Part 1: Instructions to Offerors

I. GENERAL INSTRUCTIONS TO OFFERORS

A. The Offeror is requested to submit a proposal directly responsive to the terms, conditions, and clauses of this RFP. Proposals not conforming to this solicitation may be categorized as unacceptable, thereby eliminating them from further consideration.

B. Proposals must remain valid for a minimum of sixty (60) days. The Offeror should submit its proposal by the following means:

   1. Electronically - Internet email with up to 2 attachments (2MB limit) per email compatible with MS WORD, Excel, and Adobe Acrobat in a MS Windows environment.

   2. The overall proposal shall consist of two (2) physically separated parts, as follows: Volume I – Technical Proposal; and Volume II – Cost Proposal. Technical Proposals must not make reference to pricing.

C. Alternative proposals will not be considered.

D. Any proposal received in response to this solicitation will be reviewed strictly as submitted and in accordance with the evaluation criteria specified in Part 2, Evaluation Factors for Award.

E. The person signing the Offeror’s proposal must have the authority to commit the Offeror to all the provisions of the Offeror’s proposal.

F. EAGC is not obligated to make an award or to pay for any costs incurred by the Offeror in preparation of a proposal in response hereto.

G. The Offeror should submit its best proposal initially as EAGC intends to evaluate proposals and make an award without discussions. However, EAGC reserves the right to conduct discussions should EAGC deem it necessary.

H. Proposals must be clearly and concisely written and must describe and define the Offeror’s understanding and compliance with the requirements contained in
Statement of Work, which can be found in Part 3 of this RFP. The proposal should clearly address each of the evaluation factors set forth in Part 2. All pages of each volume (cost and technical) must be sequentially numbered and identified with the name of the Offeror and the RFP number.

II. SPECIAL RFP CONSIDERATIONS

A. This RFP is open to interested Offerors registered for business that have relevant work experience in Kenya, Tanzania, and/or Malawi.

B. The anticipated type of contract to be awarded under this solicitation is fixed price. For the purposes of cost analysis, Offerors must prepare a detailed budget in accordance with Subpart IV below “Instructions for the Preparation of the Cost Proposal.”

C. Unnecessarily elaborate brochures or other presentations beyond those sufficient to present a complete and effective response to this solicitation are not desired and may be construed as an indication of the Offeror’s lack of cost consciousness. Elaborate art work, expensive paper and bindings, and expensive visual and other presentation aids are neither necessary nor desired.

D. Offerors are informed that EAGC complies with U.S. Sanctions and Embargo laws and Regulations including Executive Order 13224 on Terrorist Financing, which effectively prohibit transactions with persons or entities that commit, threaten to commit or support terrorism. Any person or entity that participates in this bidding process, either as a prime or sub to the prime, must certify as part of the bid that he or it is not on the U.S. Department of Treasury Office of Foreign Assets Control (OFAC) Specially Designated Nationals (SDN) List and is eligible to participate. EAGC shall disqualify any bid received from a person or entity that is found to be on the List or otherwise ineligible.

Firms or individuals that are included on the Excluded Parties List System (www.epls.gov) shall not be eligible for financing and shall not be used to provide any commodities or services contemplated by this RFP.
III. INSTRUCTIONS FOR THE PREPARATION OF THE TECHNICAL PROPOSAL

A. The Technical Proposal should provide a straightforward, concise delineation of how the Offeror intends to carry out and satisfy the requirements of the STATEMENT OF WORK described in A.2 of Part 3 – Form of Contract. No contractual price information is to be included in the Offeror’s technical proposal in order that it will be evaluated strictly on its technical merit.

B. Technical proposals shall be limited to 25 pages in total. Pages in excess of this limit will not be read or evaluated. The front and back sides of a single page shall be counted as two pages. Detailed information should be presented only when required by specific RFP instructions. Items such as graphs, charts, tables may be used as appropriate but will be considered part of the page limitation. Key personnel resumes, bio-data sheets, dividers, and past performance report forms are not included in the page limitation. No material may be incorporated in the proposal by reference, attachment, appendix, etc. to circumvent the page limitation.

C. Technical Proposals shall be written in English, typed on standard A4 size paper, single spaced, only 12 font type may be used, with each page numbered consecutively. Page margins shall be a minimum of one inch at the top, bottom and each side.

D. The technical proposal should include the following:

1. Technical Approach
   The Offeror shall demonstrate its understanding, ability and overall approach to performing the requirements described in the STATEMENT OF WORK. The technical approach should include:
   a. The Offeror’s profile indicating registration status, ownership structure, office location.
   a. The Offeror’s capacity statement clearly indicating any specialized competence the organization possesses with regard to the requirements described in the STATEMENT OF WORK.
   b. Proposed detailed methodology to undertake the assignment. This should clearly indicate the step by step approaches the bidders proposes to use in delivering the assignment.
c. Bidders proposed work plan covering the entire assignment.

2. Team Composition and Qualifications

The Offeror shall identify in summary format the names of the individuals proposed to perform the requirements described in the STATEMENT OF WORK in Part 3 and their roles. The Offeror shall indicate the level of effort for each proposed person who will perform under the contract. The Offeror shall submit a complete and current resume for each proposed professional employee (not exceeding 3 pages each) who will be carrying out the work if award is made. These resumes must clearly describe the individuals’ education, experience, and professional credentials.

3. Past Performance
The Offeror shall provide:

a) A description of experience in curriculum development, syllabus development services and training.

b) The Offeror shall submit a list of all current contracts and subcontracts and those completed within the last three (5) years that are similar in size, scope and complexity to the STATEMENT OF WORK in this RFP. Additionally, for the three most recent similar contracts, the Offeror shall provide the customer’s name, contract number, contract value, current postal and e-mail addresses, telephone number for a currently available point of contact.

IV. INSTRUCTIONS FOR THE PREPARATION OF THE COST PROPOSAL

A. The Offeror must propose costs that it believes are realistic and reasonable for the work in accordance with the Offeror’s technical approach. The Offeror shall provide a complete budget by the cost elements described below using *Annex A - Budget Template*.

B. All cost and financial data should be fully supported, complete in every detail, and organized in a manner that facilitates review and permits cost analysis.

C. The financial proposal must be in Kenya Shillings and inclusive of all applicable taxes.

D. As part of the financial proposal the offeror must attach:
   i. A copy of the P.I.N
   ii. A copy of the VAT certificate where applicable
   iii. A copy of the registration document such as incorporation certificate.
Part 2: Evaluation Factors for Award

I. GENERAL - PROPOSAL EVALUATION

A. Part 1 provides guidance to Offerors concerning the documentation necessary to conduct an informed evaluation of each proposal. The Offeror must furnish adequate and specific information in its proposal. A proposal may be eliminated from further consideration before a detailed evaluation is performed if the proposal is considered obviously deficient as to be totally unacceptable on its face or which prices are inordinately high or unrealistically low. In the event a proposal is rejected, the Offeror will be sent a notice stating the reason(s) that the proposal will not be considered for further evaluation.

B. In conducting its evaluation of proposals, EAGC may seek information from any source it deems appropriate to obtain or validate information regarding an Offeror’s proposal.

C. Competitive Range: If EAGC determines that discussions are necessary, EAGC may establish a Competitive Range composed of only the most highly rated proposals. EAGC may exclude an offer from the competitive range if it is so deficient as to essentially require a new technical proposal. EAGC may exclude an offer from the competitive range so unreasonably priced, in relation to more competitive offers, as to appear that there will be little or no chance of becoming competitive. EAGC may exclude an offer from the competitive range requiring extensive discussions, a complete re-write, or major revisions such as to allow an Offeror unfair advantage over those more competitive offers.

D. EAGC reserves the right to award one or more contracts under this RFP on the basis of initial offers without discussions or without establishing a competitive range.

II. BASIS FOR CONTRACT AWARD

   The evaluation factors presented below will serve as the basis upon which proposals will be evaluated. The relative weight accorded to each factor is expressed in points with 100 points possible.
<table>
<thead>
<tr>
<th>Criteria</th>
<th>Maximum Score/Points</th>
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<tbody>
<tr>
<td>Technical Proposal</td>
<td></td>
</tr>
<tr>
<td>Technical Approach</td>
<td>30</td>
</tr>
<tr>
<td>Individual/Team Composition and Qualifications</td>
<td>20</td>
</tr>
<tr>
<td>Past Performance</td>
<td>20</td>
</tr>
<tr>
<td>Financial Proposal</td>
<td></td>
</tr>
<tr>
<td>Cost effectiveness</td>
<td>30</td>
</tr>
<tr>
<td>Total Maximum Score</td>
<td>100</td>
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The review of proposal may include follow-up questions as well as face to face interviews. EAGC may enter into negotiations with the Offeror that scores the highest number of points using the criteria above.

B. Offerors are reminded that EAGC is not obliged to award a contract on the basis of lowest proposed cost or highest technical evaluation score. Although for this procurement technical proposal merits are considered more important than cost relative to deciding who might best perform the work, cost factors and EAGC budget must also be considered. Therefore, after the final evaluation of proposals, EAGC will make the award to the Offeror whose proposal offers the best value to EAGC and the AIMS Program, considering both technical and cost factors.

C. EAGC responses to questions concerning this RFP may be shared with each responsive, proposing firm to ensure equal awareness of important facts and details. By submitting a proposal, the firm certifies that it has fully read and understands the RFP, has full knowledge of the scope of work to be provided, and accepts the terms and conditions under which the services are to be performed.

EAGC reserves the right to interview some, all, or none of the firms responding to this RFP based solely on its judgment as to the firm’s proposals and capabilities. EAGC reserves the right to request and consider additional information from submitters and to reject any and all submittals on any basis without disclosing the reason. EAGC reserves the right to waive any irregularities and technical defects.
Part 3: Statement of Work

1. BACKGROUND ON PROJECT

Agribusiness Investment for Market Stimulation (AIMS) is a multi-country project intended to increase agricultural trade through improving access of agribusiness small and medium size enterprises (SMEs) to markets and financing in Kenya, Tanzania and Malawi. AIMS is funded by the United States Department of Agriculture (USDA). As part of this program, EAGC is to build capacity of agribusiness SMEs in the grain and pulses sector to meet basic bank loan eligibility requirements and to take advantage of market opportunities.

EAGC, with support from AIMS/Global Communities, conducted a study to profile agribusiness SMEs in Kenya, Malawi and Tanzania engaged in the grain sector and to understand their business development needs to grow their business, access financing and increase trade value and volumes. The study aimed to establish the level of knowledge, skills and capabilities among selected agribusiness SMEs in Kenya, Tanzania and Malawi particularly in marketing and financial management. The result of this assessment identified three (3) priority training needs marketing; record keeping, and financial management in all three countries.

The objective of this assignment is to develop the curriculum that will be used to build the capacity of SMEs to increase their efficiency of operations and become organizations that engage in trade and with financial institution for loans. The targeted participants of this training are agribusiness SMEs trading in grains and pulses. The curriculum shall include a detailed breakdown of all modules, unit, mode of delivery, case studies, etc.

2. Consultant’s responsibilities and deliverables

Once contracted, the Consultant will work closely with the EAGI Manager for technical guidance and quality assurance and submit the following deliverables to the satisfaction and approval of the Regional Programs Coordinator.

i. Develop a curriculum outline indicating the broad topics viz marketing, records keeping, and cash flow management, sub topics and methodology. (Must be submitted and signed off by Project Team). The curriculum should include course outline, training guides and all other material tailored to the SMEs.

ii. Develop a detailed Competency Based Agribusiness Curriculum on business related trainings clearly stating the brief overview of each topic, learning
objective and outcomes for each topic, artefacts and examinable exercises etc. as per best practice curricula development.

iii. Develop training materials and a training manual for each topic including handouts, exercises and case studies.

iv. Pre-test materials with select target group, document and effect the changes as necessary.

v. Develop and deliver print-ready (soft copies) of the training materials and trainer guides.

vi. Facilitate and guide the process of validation of the developed Curriculum. During the validation workshop.

vii. Submit an end of assignment report indicating the overall process, challenges, constraints and recommendations for further interventions in addition to training and capacity building.

3. Responsibilities of EAGC

i. Provide the Consultant with all relevant materials required for the effective and timely execution of the consultant’s mandate. This materials will include but not limited to:

   a. The training needs assessment report
   b. Existing curriculum developed under the CTA program.

ii. Provide a timely review and approval of Consultants deliverables.

iii. Participate in meetings with the Consultant

iv. Provide a working area for the consultant within the EAGC offices as may become necessary during the delivery of the assignment.

v. Track the consultants work plan to ensure all deliverables are met in time.

4. DURATION OF THE ASSIGNMENT

The duration of this consultancy assignment shall be a period not exceeding thirty (30) days from the date of signing of the contract broken down as follows:

<table>
<thead>
<tr>
<th>Task</th>
<th>Proposed Duration (days)</th>
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<tbody>
<tr>
<td>Develop and submit inception report and work plan</td>
<td></td>
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<tr>
<td>Develop and submission of the curriculum outline</td>
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<tr>
<td>Develop and submission of the detailed Curriculum</td>
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<tr>
<td>Develop and submission of the training materials and a training manuals for each topic including handouts, exercises and case studies</td>
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</table>
Pre-test materials with select target group, document and effect the changes as necessary.

Develop and deliver print-ready (soft copies) of the training materials and trainer guides.

Facilitate and guide the process of validation of the developed Curriculum

Develop and submit an end of assignment report

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<th>Maximum number of days</th>
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<tr>
<td>30 days</td>
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5. **Mandatory Qualification for bidding**
   
   Interested bidders must:
   
   a) Have experience and expertise in developing curricula, training materials, and pre-testing of training materials in the three identified training areas. Experience in SME development is a plus;
   
   b) Eligible to do consultancy business in Kenya.
   
   c) Able to start work within 5 days of contract signature.
   
   d) This engagement will require close consultation with EAGC Nairobi office as such qualifying bidders with physical presence in Nairobi are encouraged to apply.
   
   e) Disclose any conflict of interest that may arise out of their engagement in this exercise.

Annex:

A *Budget Template*

-END OF RFP-