



USAID | **KENYA**
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USAID KENYA DAIRY SECTOR COMPETITIVENESS PROGRAM

623-C-00-08-00020-20

Capacity building of Dairy related Federations, Associations and Alliances

Contractor Information:

Land O'Lakes, Inc.
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RFA Number: 623-c-00-08-00020- 41

Issuance Date: 12.03.2010

Closing Date: 26.03.2010

Closing Time 12.00 noon

REQUEST FOR PROPOSALS

Applications are invited from Local registered firms, individual consultancies or consortiums to conduct capacity building for dairy related federations, associations and alliances within KDSCP targeted milk sheds.

Under this solicitation, KDSCP, based on an open competitive selection process, will award a subcontract with a value of an agreed upon amount. If you decide to submit a bid, it must be submitted in accordance with the attached solicitation and received no later than the date and time indicated.

1. Background:

The USAID Kenya Dairy Sector Competitiveness Program (KDSCP) is 5-year effort to improve Kenya's dairy industry competitiveness, implemented by Land O'Lakes, Inc., with the financial and technical support of the United States Agency for International Development (USAID). The goal of KDSCP is to increase smallholder household income from the sale of quality milk.

KDSCP is implemented through a range of activities grouped together into three broad programmatic components. First, the program will upgrade the capacity of the dairy industry to compete in local, regional and international markets. Second, it will transform dairy smallholder business organizations into viable enterprises that supply quality milk to the market and facilitate access to critical services and inputs to farmer-members. Third, the program will strengthen support markets, increasing the availability and utilization of market-link dairy business development services, inputs, technologies provided by business service providers to dairy enterprises.

Land O'Lakes is promoting a milk shed development model whereby the focus will be to encourage collection of 50,000 to 100,000 liters or more from multiple collection centers within a given milk shed. The milk shed development approach will maximize farm productivity, collection and transport efficiencies to reduce costs and install best quality assurance practices throughout the milk shed. Land O'Lakes will facilitate the formation of strategic public-private alliances with, and fostering dialogue and negotiations between, leading dairy processors, SBOs federations, Associations, Dairy Alliances, financial service providers, input and service providers, local authorities and development partners to build sustainable milk sheds. Critical to the success of this approach are strong vertical linkages—between farmers and SBOs, between SBOs and processors, and between processors and retailers/exporters—as well as strong horizontal linkages among SBOs.

To provide efficient and effective services along the value chain there is need for Capacity building of existing and newly created dairy associations/ Federations or Dairy Alliances. A number of these associations are largely underperforming due to limited resources, weak institutional capacity, and/or poor marketing of their services to the industry.

Dairy based associations, federations have huge challenges in membership as they are not able to articulate benefits to their potential members. The consultant will be required to coordinate with

KDSC milkshed facilitators, Kenya Dairy Board and development partners in the various milk sheds/ regions and develop a constitution and strategy to market the federations /associations, alliances and facilitate the right registration and elections where necessary.

II. Assignment Objectives

To bring together the numerous associations/ federations/ alliances in dairy sub sector and assist them to identify their core activities, areas of collaboration, how to create synergy or even merge for maximum impact.

Identify and prioritize initiatives to support and strengthen their long-term sustainability such as but not limited to training management and key staff on strategic planning and financial management and the development of business and/or marketing plans.

Assist the Federations/alliances/Associations to have a Professional executive committee that can engage the stake holders on issues affecting the dairy sector and present all farmers issues adequately and ensure forward and backward Linkages with stakeholders.

III. Scope of Work

- Organise and bring together the Steering committees of the known existing Associations, Federations and Alliances in each milkshed for networking, sharing experiences and identifying their feasible core roles, their Legal status and boundaries on areas of jurisdiction. (see appendix on the existing Farmer federations and the baseline information)
- Develop a selection criteria and select Federation(s) that seem to have potential to offer its members services sustainably. Through a brainstorming session assist them to define their boundaries and core activities.
- Conduct a Management and a Staff needs assessment of the selected Federations in relation to strategic planning and financial management, ICT and the development of business and/or marketing plans and conduct capacity building in the areas of need such as on elections, Vision building and how to lobby
- Targeted training should be done in the area of Governance, Financial planning and sustainability, membership recruitment- including Gender and youth mobilization and service delivery strategies and provision of Value added member services (customer Care).
- Conduct/facilitate collaborative meetings with Development partners that involve these associations to avoid duplication of activities.
- Ensure they have effective and viable Market Linkages

IV. Deliverables

Deliverables under this consultancy will include the following.

- a) 14 meetings held with associations/alliances/federations in the 14 milksheds per item (i) in the scope of work and one national meeting held for the apex body/selected federation per item (ii) in the scope of work.
- b) A report containing all issues outlined in the scope of work. The report will provide guidelines to establishment of an effective Farmer organization, details of the

- Federation/association, type of capacity building, content of the training program/activity, objective of the activity, participants, evaluation of the training or activity and what is expected of them after the activity. (Identifiable indicators)
- c) On the oversight of activities on Federations, Associations or Alliances reports on the activities will be submitted to KDSCP after completion of every activity on a monthly basis. Key outputs here will include but not limited to
 - o Selection criteria developed and shared with LOL
 - o Schedule of training and content shared with LOL
 - o Needs assessment report
 - o Sample contract documents
 - d) Strategic plans for the selected Federations
 - e) Launch of the Dairy Farmers Voice

V. Time frame and proposed Level of effort

This assignment will take place within a period not exceeding 25 man days spread over a duration of four months.

VI. Application Submission Requirements:

All interested candidates will submit their proposal organised as follows:

1. Technical proposal (not exceeding 10 pages). The technical proposal should reflect how the offeror will undertake all the tasks in the Scope of work.

The offeror will provide a detailed plan of specific activities and timetable for carrying out the assignment.
2. Financial Budget The offeror shall propose a realistic cost estimate for this assignment, including a breakdown of the budget and justification of expenses. The budget shall include only those costs that can be directly attributed to the activities proposed. (with explanation of line items) Bidder must show existence of financial and administrative systems to adequately account (USAID and GAAP) for funds provided under this assignment.
3. Personnel The offeror shall list and briefly describe the name and qualifications of the consultant(s) proposed to work on the assignment. (CVs of proposed personnel to be included in an annex)
4. Experience of the firm A two to three page capability statement (Typically including organizational overview, technical representatives and qualifications of staff to carry out the assignment.

All interested applicants must provide a list of all contracts, grants, or cooperative agreements involving similar or related assignment in the last one year before this application submission. Reference information must include the location,

award numbers if available; a brief description of work performed; contact with current telephone numbers.

VII. Criteria for Evaluation:

Proposals will be evaluated according to the following Criteria

1. Technical approach and methodology (40%)
2. Proposed Personnel - ability to address different components of the assignment (20%)
3. Relevance of the firm or organization's core capability/skills base to service request, and capacity to implement or manage the assignment and funds awarded (15%)
4. Budget Justification, Cost Realism (25%)

The KDSCP is authorised in accordance with the US Foreign Assistance Act and USAID Contract # 623-C-00-08-00020-00.

Grants/Contracts will be administered in accordance with provisions contained in ADS Section 302.5.6, "Grants under contracts" ADS Chapter 303, "Grants and Cooperative Agreements to non- governmental organizations" and within the terms of the USAID standard provisions applicable to non-US, non-governmental recipients. Information on these provisions can be assessed through the USAID external website at www.info.usaid.gov "Business & Procurement" section. Per ADS section 302.5.6(f), Contractors/Grantees are authorized to execute cooperative agreements on USAID's behalf.

KDSCP and USAID/Kenya reserve the right to fund any or none of the applications submitted. Registered local firms and organizations interested in implementing this assignment are requested to submit a proposal (typed no smaller than 11-point font) by **Friday, 26th 12.00noon March 2010** to the Grants Manager at:

Land 'O' Lakes Inc.
Peponi Plaza, Block B Second floor
Off Peponi Road Westlands
GPO 45006-00100
Nairobi, Kenya

Submissions must be in English and typed single-spaced on standard 8 1/2" x 11 or A4 (210 x 297 mm) type white paper. Submissions must contain **one single-sided hard copy original** of the proposal (each with a complete set of appendices/attachments where applicable), and **two copies**. The original should be "photo ready, " i.e., printed on one side only and unbound. All pages must be numbered and include the RFP reference number and name of organization on each and every page. Hard copies can either be submitted in person or at the Land O Lakes mailing address, however these must be received no later than the deadline specified above. **In addition, an electronic copy of the proposal should be submitted** either on a diskette/CD or through an email to bids@landolakes.co.ke.

Please include the name of the person in your organization who will be involved with the subcontract/grant application as well as your telephone, fax and email contact.

Appendix 1

Milk Shed	Federation/alliance	No of Groups/coop	Volume of milk per day litres	Contact person
Gatanga	1. KIKAMA	45	19,000	John Maina Gachau – 0723-151897 James Kihahu – 0721-517158 Humphrey Irungu – 0710-818529
	2. Kandara Dairy Federation-Githumu	20	8,000	-
	3. Aberdare East Breeders Forum	24		Eliud Kamau-0728-847922 James Mwaura-0718773073
	4. Mega Dairies	8		James Mbatia – 0722-518359
Nyeri	1. Mt Kenya Dairy Networks			-
	2. MIK	5		Mr. Kanyi-0720588773 Mr. Wanguru -0724825650 David Giythii-0710868388 Bilha Njeri 0720146651 Mr. Karianjahi 0722623393
	3. New united Tetu Dairy	24	15,000	-
Embu	1. KEM			Mr. Nyagah - 0712563115
Meru	1. KEM	50	24,000	Mr. Nyagah - 0712563115
Timau	1. KEM			Mr. Nyagah - 0712563115
Kinagop	1. Trasha Dairy Federation		15,000	-
Nakuru	1. Central Rift Valley Marketing Federation	15 with 15,000 members		Jeremiah Sirma – 0770048338 Joseph Sietenei – 0721218429 Paul Cheruyoit 0722232513
Lessos	1. 3 tonne Dairy Federation	12		Christopher Bitok John Bor Rhoda Mitei
	2. Cheptiret/Lelwak/Chereber/Musoriot	14		-
TransNzoia				
Kericho				
Kapsabet				
Sotik				
Ol kalau				
Kabete				

The Interim executive of an umbrella body for all associations/alliances/ federations is composed of:

Mrs. Lydia Kagem – 0721344479

Gerald Nyangi 0722975125

NB: Bidder will be expected to identify and incorporate federations/alliances/associations in all the listed milk sheds including Trans Nzoia, Kericho, Kapsabet, Sotik, Ol-kalau, and Kabete.