



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

623-C-00-08-00020-00

Monitoring and Evaluation Management Information System

Contractor Information:

Land O'Lakes, Inc.  
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RFA Number: 623-c-00-08-00020- 48

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Closing Date: 22.06.2010

Closing Time 4.00pm

## REQUEST FOR PROPOSALS

**Applications are invited from recognised qualified consultants/firms to develop a monitoring and evaluation management information system for the Kenya Dairy Sector competitiveness program per the attached solicitation.**

**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.**

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. The 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. Thirdly, the program strengthens support markets, increasing the availability and utilization of market-linked dairy business development services, inputs, technologies provided by business service providers to dairy enterprises.

The KDSCP is promoting a milk shed development model and focuses program activities in broad production zones (milk sheds) capable of producing between 50,000 to 100,000 liters in a day. The milk shed development approach will maximize collection and transport efficiencies to reduce costs and install best quality assurance practices. The project is currently being implemented in 8 milk sheds, managed by 8 different private firms. In addition, over 600 service providers, 88 farmer groups and 119, 000 farmers are currently working with the program.

To ensure that program information on progress is collected, processed and communicated for regular learning to all those involved in the program strategy, and that the process supports program implementation, the KDSCP Monitoring and Evaluation (M&E) team has created a process of data management which involves manually collecting and processing data from all the program beneficiary categories. The key indicators we collect information on include:

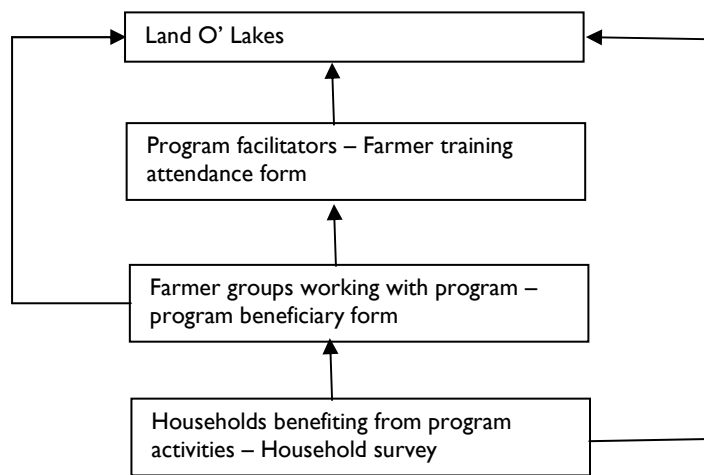
- Number of households reached/ benefiting from program interventions
- Number of farmers receiving program facilitated training
- Number of farmers using productivity enhancing technologies
- Change in yield among farmers working with the program
- Change in income for benefiting farmers
- Number of farmer groups capacity built

- Change in income for service providers who supply Business Development Services (BDS) to benefiting farmers, among others

This information is collected by different people using a wide variety of tools, as depicted in the reporting structure below. The tools and people tasked with reporting are:

- Farmer training attendance form: Filled in by the 8 private firms/program facilitators
- Program beneficiary form: Reported by the 8 private firms/program facilitators but filled in by farmer groups working with the program
- Household/Small Business Organization (SBO) survey questionnaire: Surveys are carried out half yearly by Land O' Lakes or a private contractor

Land O' Lakes M&E reporting structure currently is:



This takes a long time and double counting may occur especially on numbers of farmers trained and households benefitting due to the number of farmers involved. Furthermore, disaggregating the data by gender and age is laborious because it is mostly presented in hard copy, yet this is mandatory in our reporting.

The M&E team wants to implement a Management Information System which will facilitate both regular and frequent on line collection and analysis of data on the fly for reflection and reporting purposes. This is meant to cut on time and cost of data collection and processing, and to enhance the accuracy of the reports and information generated.

### **Assignment objective**

The objective of this assignment is to develop a Monitoring and Evaluation Management Information System to enable accurate online collection of program information and data, and on the fly analysis in form of reports.

We envision a system where all those tasked with reporting/data collection can log on to the system, fill in the data and submit for analysis by the M&E Specialist in the shortest time possible. The system will be able to generate summaries in tables, graphs and to disaggregate results by gender and age of beneficiary.

## **Scope of Work**

- Hold meetings with the program staff to understand the program reporting structure, current reporting formats and M&E tools, program surveys and other M&E processes and needs
- Develop the M&E Management Information System – encompassing both data collection and analysis at all levels of the reporting chain
- Train the Monitoring and evaluation specialist on the operation of the system

## **Deliverables**

Deliverables under this consultancy will include the following:

- Minutes of review meetings of every stage of development
- The M&E MIS prototype / draft design for approval
- An operating M&E MIS system

## **Time frame and proposed Level of effort**

This assignment will not take more than 30 Calendar days in the month of July 2010. The consultant is expected to propose a staffing scenario/budget consistent with the requirements of the terms of reference.

## **Application Submission Requirements:**

All interested candidates will submit their proposal organised as follows:

1. Technical proposal (not exceeding 15 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) All training costs including venue hire, anticipated travel etc must be clearly articulated per training. 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.

**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 (15%)
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%)
5. Evidence that the participation of women SBO's in the sector is encouraged (5%)

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](http://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 **Tuesday, 22<sup>nd</sup> 4.00pm June 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 or through an email to [bids@landolakes.co.ke](mailto: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.