**TERMS OF REFERENCE FOR PROVISION OF MARKET ASSESSMENT**

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| **Organization** | **SELF HELP AFRICA - KENYA** |
| **Programme** | Assets-based financing for hydroponics project |
| **Assignment Type** | Consultancy on Market assessment |
| **Tender no** | CBA- Market Assessment for Wajir, Isiolo, and Makueni counties” |
| **Duration** | 6weeks |

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| **1.** | **Background** |

**About Self Help Africa**

Self Help Africa (SHA) is an international NGO dedicated to the vision of an economically thriving and resilient rural Africa. We have 50 years of experience working with smallholder farmers, farmer associations, cooperatives, and agribusinesses across Africa to help farmers grow and sell more food, improve diets, diversify incomes, and make their livelihoods more sustainable and resilient to external shocks. SHA also builds awareness of issues affecting smallholders and represent their interests at policy and institutional level.

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| **2.** | **About Assets-Based Financing For Hydroponics Project** |

This project is implemented in partnership with the World Food Programme (WFP) in Wajir, Makueni, and Isiolo counties (target counties). The project will target 80 small scale commercial farmers, a minimum 40% of whom will be women, to invest in hydroponics vegetable production in 40 greenhouses.

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| **3.** | **Project Objective** |

Selected communities in the target counties have the resources, skills and access to markets needed for improved income and successful micro-entrepreneurship.

**Specific objectives/outcomes**

1. Food, nutrition, and income security among households in the target counties is increased through greenhouse hydroponics technology.
2. Selected farmers have increased knowledge of and access to financing and markets and are effectively managing the loans for their micro-enterprises.
3. Selected farmers have strengthened partnerships and linkages that increase sustainability of greenhouse hydroponics farming.

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| **4.** | **About The Assignment** |

The market assessment will inform the selection of priority value chains for greenhouse hydroponics farming that hold the most potential to increase food, incomes, and nutrition security in the target counties.

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| **5.** | **Objectives of the assignment** |

1. To identify and recommend 3 priority hydroponic farming value chains in each of the target counties that have the most potential to increase food, income, and nutrition security.
2. To analyse current market trends and demand for priority value chains for greenhouse hydroponics farming, identifying the key players in the market and supply chain, and understanding the pricing dynamics for each value chain.
3. To analyse the factors that affect consumer preferences and purchasing behaviours for priority value chains for greenhouse hydroponics farming, such as health and wellness trends and sustainability concerns.
4. To identify key strengths, weaknesses, opportunities, and threats within the target value chains, which will provide insight into how to best support the small-scale commercial farmers.
5. To identify key stakeholders and players in the priority value chains that will participate in a stakeholder platform to dialogue and collaborate to promote adoption of best practices in production, processing, and marketing in the selected value chains among small scale farmers. The platform will develop actionable strategies and recommendations that stakeholders can implement to address the identified challenges and capitalize on opportunities in the selected value chains.
6. To identify reliable buyers in the priority value chains both locally and in the export market and rate their interest in engaging with the farmers in the identified priority value chains.

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| **6.** | **Scope of work** |

The aim of this assignment is to select the most viable value chains in the target counties that will meet the overall objectives of the Asset-Based Financing for Hydroponics project. The assignment will be conducted with close collaboration with SHA Kenya and in consultation with the World Food Programme (WFP) and Hydroponics Africa Limited (HAL). Under this assignment, this project will achieve the following.

1. An in-depth analysis of the potential of hydroponic farming value chains in the target counties to meet the objectives of the assignment.
2. A ranking criteria/ tool that will aid in identifying the priority value chains that meet the objectives of the assignment.
3. An engagement with key players and stakeholders, including markets, within the selected value chain to gauge their interest in participating in a stakeholder platform to address the objectives of the assignment.
4. Recommendation with justification based on the findings of the research of the most viable value chain for this project.

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| **7.** | **Key deliverables/outputs** |

This assignment will have the following deliverables;

1. A value chain ranking criteria to be approved by SHA that will be used to rate each value chain on its potential to improve income, food, and nutrition security in the target counties.
2. A market assessment report, detailing the current market trends and demand of the selected value chains, key market players, pricing dynamics for each value chain, consumer preferences and purchasing behaviors, and key strengths and weaknesses within the value chains, and insights and recommendations on how best to support farmers within the selected value chains.
3. A report of stakeholders and market players within the selected value chains and the role they play indicating their willingness to participate in the county stakeholder forums which will be organized by SHA. This may be included as a separate report, or as an appendix within the market assessment report.
4. A report of potential buyers, both for the domestic and export market, for the selected value chains including their contact details and an indication of their willingness to partner with SHA on this project. This may be included as a separate report, or as an appendix within the market assessment report.

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| **8.** | **Methodology** |

The individual/ firm will submit as part of their application a proposed methodology for conducting the assignment. The methodology may include desk research, phone interviews, in-person interviews, and use of both primary and secondary data.

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| **9.** | **Key Qualifications, Experience, Skills And Expertise Desired** |

Self Help Africa is seeking a well-organized and self-motivated individual consultant or

consultancy team to undertake the assignment. The successful entity is required to meet

the following criteria:

* Must be registered/incorporated/ licensed to operate in Kenya, and be in complete compliance of licensing, regulatory and legal requirements of the statutes under which it is incorporated. Individual applicants must possess a legal right to work in Kenya.
* Key applicant(s) to hold a degree (masters preferred) in the field of business, agricultural economics, applied statistics, community development or any other relevant qualification.
* Demonstrated knowledge and experience in working in value chains development, value chain analysis, market linkages, market research, or other relevant experience necessary in carrying out of this assignment.
* The applicant (s) must demonstrate their ability to carry out the assignment in totality with no compromise on the quality of work detailed herein. SHA may seek information on previous assignments of similar nature.
* Must demonstrate the ability to manage the logistical requirements of the project with minimal logistical demands from SHA.

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| **10.** | **Duration Of The Assignment** |

The assignment is projected to be completed within 6 weeks from the commencement

date.

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| **11.** | **Administration and logistical arrangements** |

The consultant(s) will report to the Program Manager and will work closely with the

Project Officers.

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| **12.** | **Financing Of The Assessment** |

The consultant will submit to SHA their costs proposal for carrying out this assignment as

part of their application. SHA will meet costs of transport and logistics on reimbursement

basis. Other charges of the project will be paid on submission and approval of final project

deliverables.

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| **13.** | **Others** |

# **a). Suppliers Code of Conduct**

Self Help Africa expects all its suppliers to respect the following Code of Conduct:

* Employment is freely chosen.
* Goods and services purchased are produced and developed under conditions that do not involve the abuse or exploitation of any persons including - but not limited to – children, women, minority groups etc. The rights of staff to freedom of association are observed.
* Working conditions are safe and hygienic.
* No exploitation of children is tolerated.
* Wages paid are adequate to cover the cost of a reasonable living.
* Working hours are not excessive and regular working hours are provided.
* No discrimination is practiced.
* Local labour laws are complied with.
* Social rights are respected.
* Suppliers comply with all statutory and other legal requirements relating to the environmental impacts of their business.

# **b).** **Confidentiality and Conflict of Interest**

The consultant(s) undertake(s) that they will not at any time, either before or after the termination of this service, use or disclose or communicate to any person confidential information relating to the affairs of SHA. This restriction shall continue to apply after the termination of the service without limit in point of time. To ensure the independence of terms of their contract, the winning consultant will sign a declaration certifying that they have no conflict of interests in relation to the tasks to be undertaken and undertake to inform SHA should this status change.

# **c). Terrorism and Sanctions Terrorism and Sanctions**

Self Help Africa does not engage in transactions with any terrorist group/individual/entity involved with or associated with terrorism or individuals/entities that have active exclusion orders and/or sanctions against them. Self Help Africa will not knowingly purchase supplies or services from companies that are associated in any way with terrorism and/or are the subject of any relevant international exclusion orders and/or sanctions. If you submit a bid based on this request, it shall constitute a guarantee that neither you/your company nor any affiliate or a subsidiary controlled by you/your company are associated with any known terrorist group or is/are the subject of any relevant international exclusion order and/or sanctions. Self Help Africa performs checks of suppliers against international lists including but not limited to those generated by the European Union (List of person, groups, and entities to which Regulation EC.No.2580/2001 applies, the US Government (Office of Foreign Assets Control list of specially designated Nationals and blocked persons and the United Nations (Consolidated List).

# **d). Exclusion criteria**

Candidates or tenderers shall be excluded from participation in this procurement procedure if:

* They are bankrupt or being wound up, are having their affairs administered by the courts, have entered an arrangement with creditors, have suspended business activities, are the subject of proceedings concerning those matters, or are in any analogous situation arising from a similar procedure provided for in national legislation or regulations.
* They have been convicted of an offence concerning their professional conduct by a judgment which has the force of res judicata.
* They have been guilty of grave professional misconduct proven by any means which SHA can justify.
* They have not fulfilled obligations relating to the payment of social security contributions or the payment of taxes in accordance with the legal provisions of the country in which they are established or with those of the country of SHA or those of the country where the contract is to be performed.
* They have been the subject of a judgment which has the force of res judicata for fraud, corruption, involvement in a criminal organization or any other illegal activity detrimental to the Union’s financial interests.
* Following another procurement procedure or grant award procedure financed by the Union’s budget, they have been declared to be in serious breach of contract for failure to comply with their contractual obligations.

Self Help Africa is completely against fraud, bribery, and corruption. Self Help Africa does not ask for money for bids. If approached for money or other favors, or if you have any suspicions of attempted fraud, bribery or corruption please report this immediately by email to selfhelpafrica@ethicspoint.com. Please provide as much detail as possible with any reports.

**d)** **Languages**

All responses, communications, tools and final report must be in English language

**e) Request for clarification**

Any interested bidder who has a clarification request may submit his request for clarification through email Procurementke@selfhelpafrica.net. All clarifications must be submitted before **07th May 2024** and all responses shall be posted on the website on the request for proposal before close of business **07th May 2024**.

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| **14.** | **How to Apply** |

Interested companies or individuals should submit their application by email, clearly indicating in the Subject Header “**Application for Market Assessment for Wajir, Isiolo, and Makueni counties.**” to **[procurementke@selfhelpafrica.net](mailto:procurementke@selfhelpafrica.net)** not later than **14th May 2024** **17.00hrs**. The application should include;

1. A technical proposal for carrying out the assignment which should contain;
   1. Motivation for this assignment.
   2. The understanding of the assignment.
   3. Statement of competence and relevant experience that indicate capacity to successfully conduct this activity.
   4. Proposed plan for carrying out the assignment including proposed methodology and work plan.
   5. CV of applicant(s)
2. The financial proposal including all relevant taxes.

Interested applicants are also encouraged to visit SHA website: <https://selfhelpafrica.org/us/> for familiarization with the organization/project. **Late submission will not be accepted.** The applicants may request for information/clarifications or any query regarding this call for applications. Such requests must indicate the name of the applicant and shall be submitted in English via E-mail to: [**procurementke@selfhelpafrica.net**](mailto:procurementke@selfhelpafrica.net) on or before 30th April 2024 with the subject header “**Clarifications for the Application for Market Assessment for Wajir, Isiolo, and Makueni counties”**.Responses to the questions or clarifications will be provided directly through this email by the **07th May 2024**.Only shortlisted applicants will be contacted.

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| **15.** | **Submission of proposal** |

Potential interested and qualified individual’s consultants/firms are requested to submit an expression of interest for conducting this assignment and include all necessary documents that show competence in this assignment via email to **procurementke@selfhelpafrica.org** not later than **14th May 2024, 17.00hrs (EAT)**.

The proposal should be accompanied by the following details that shall form part of the **preliminary evaluation criteria**:

1. List of at least five previous relevant experience in the specified field
2. Names of three professional referees with their relevant contact details
3. Signed Self Help Africa Safeguarding policies (Code of Conduct, Child Protection and Terms &Conditions) hereby attached to the ToR.
4. Copy of valid tax compliance
5. Certificate of registration (for company)
6. Proposed timeline/schedule of activities for the assignment
7. Valid current business license

**Technical Evaluation Criteria**

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| **Criteria for evaluation of proposal** | **Maximum Points** |
| Technical proposal for carrying out the assignment | 25 |
| Understanding of the assignment | 25 |
| Motivation for the assignment and relevant experience | 25 |
| Financial proposal | 25 |
| **Total** | **100** |

The bidders that score above 80 points and above shall be invited for interviews to do a presentation and questioning to figure out if the bidders understood the TOR and whether what they documented can really be defended. Interviews score rating will determine the selection of the Most Economically Advantageous Tender for this consultancy.

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