

# Tender Package — Request for Proposal (RFP)



## 1. Invitation to Tender

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|--|--|
| Tender Name: Digital Services Data Analytics research Consultancy  | Tender No:<br>MC-AG/NBO/062/SA/ 2022-24    |
| Location: <b>Nairobi, Kenya</b>  | Correspondence Language(s): <b>English</b> |
| Brief Summary Description of Project: Mercy Corps is looking to engage a firm to provide Digital Services Data Analytics research Consultancy. |  |

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|--|--|
| Tender Package Available from:<br>10 <sup>TH</sup> August 2022 | Tender Package Pickup Location:<br><a href="http://www.mercycorpsagrifin.org">www.mercycorpsagrifin.org</a> , or Interested bidders can submit a request for the tender documents to this email address ' <a href="mailto:agrifinprocurement@mercycorps.org">agrifinprocurement@mercycorps.org</a> |
| Deadline for Offer Submission:<br>25 <sup>th</sup> August 2022 | Submit Offers to:<br><br>The Tender box at<br>Mercy Corps Kenya<br>ABC Place, Block A, 3 <sup>rd</sup> floor<br>OR Via Email to: <a href="mailto:agrifinprocurement@mercycorps.org">agrifinprocurement@mercycorps.org</a>  |

*Mercy Corps reserves the right to accept or reject any late offers*

|   |  |
|---|--|
| <b>Questions and Answers (Q&amp;A)</b>  |  |
| If any, Submit Questions in writing to: <a href="http://www.mercycorpsagrifin.org">www.mercycorpsagrifin.org</a>  |  |
| Last Day for Questions:<br><b>18<sup>th</sup> August 2022</b>   | Questions will be answered by:<br><b>19<sup>th</sup> August 2022</b> |
| Questions will be answered through: <b>All prospective bidders will access consolidated questions and answers on these websites <a href="http://www.mercycorpsagrifin.org">www.mercycorpsagrifin.org</a> by 25<sup>th</sup> August 2022 at 5.00 PM EAT.</b> |  |

| Documentation Checklist                                   |   |                               |
|---|---|-------------------------------|
| These documents are contained within this tender package: | ✓ | Invitation to Tender          |
|   | ✓ | General Conditions for Tender |
|   | ✓ | Criteria and Submittals       |
|   | ✓ | Price Offer Sheet             |
|   | ✓ | Supplier Information Form     |
|   | ✓ | Scope of Work                 |
|   | ✓ | Sample Contract               |

## 2. General Conditions for Tender

Mercy Corps invites proposals for the goods, services and/or works described and summarized in these documents, and in accordance with procedures, conditions and contract terms presented herein. Mercy Corps reserves the right to vary the quantity of work/materials specified in the Tender Package without any changes in unit price or other terms and conditions and to accept or reject any, all, or part of submitted offers.

### 2.1 Mercy Corps' Anti-Bribery and Anti-Corruption Statement

Mercy Corps strictly prohibits:

- Any form of bribe or kickback in relation to its activities  
This prohibition includes any *request* from any Mercy Corps employee, consultant or agent for anything of value from any company or individual in exchange for the employee, consultant or agents taking or not taking any action related to the award of a contract or the contract once awarded. It also applies to any *offer* from any company or individual to provide anything of value to any Mercy Corps employee, consultant or agent in exchange for that person taking or not taking any action related to the award of the contract or the contract.
- Conflicts of interests in the awarding or management of contracts  
If a company is owned by, whether directly or indirectly, in whole or in part, any Mercy Corps employee or any person who is related to a Mercy Corps employee, the company must ensure that it and the employee disclose the relationship as part of or prior to submitting the offer.
- The sharing or obtaining of confidential information  
Mercy Corps prohibits its employees from sharing, and any offerors from obtaining, confidential information related to this solicitation, including information regarding Mercy Corps' price estimates, competing offerors or competing offers, etc. Any information provided to one offeror must be provided to all other offerors.
- Collusion between/among offerors  
Mercy Corps requires fair and open competition for this solicitation. No two (or more) companies submitting proposals can be owned or controlled by the same individual(s). Companies submitting offers cannot share prices or other offer information or take any other action intended to pre-determine which company will win the solicitation and what price will be paid.
- Any form of exploitation, abuse, human trafficking or internal sexual misconduct  
Mercy Corps requires its partners to adhere to its Safeguarding policies including its policies on Child

Safeguarding, Prevention of Sexual Exploitation and Abuse of Beneficiaries and Community Members, Anti-Trafficking and Sexual Misconduct (available at <https://www.mercycorps.org/who-we-are/ethics-policies>). Companies will be expected to ensure that they have the capacity to abide by these policies, that their employees and subcontractors understand these policies, and that they communicate to its employees and subcontractors the duty to report any violation or suspected violation. Mercy Corps will not engage with a company that is found to be in violation of these policies.

Violations of these prohibitions, along with all evidence of such violations, should be reported to: <http://mercycorps.org/integrityhotline>

Mercy Corps will investigate allegations fully and will take appropriate action. Any company, or individual that participates in any of the above prohibited conduct, will have its actions reported to the appropriate authorities, will be investigated fully, will have its offer rejected and/or contract terminated, and will not be eligible for future contracts with Mercy Corps. Employees participating in such conduct will have his/her employment terminated.

Violations will also be reported to Mercy Corps' donors, who may also choose to investigate and debar or suspend companies and their owners from receiving any contract that is funded in part by the donor, whether the contract is with Mercy Corps or any other entity.

## 2.2 Tender Basis:

- All offers shall be made in accordance with these instructions, and all documents requested should be furnished, including any required (but not limited to) supplier-specific information, technical specifications, drawings, bill of quantities, and/or delivery schedule. If any requested document is not furnished, a reason should be given for its omission in an exception sheet.
- No respondent should add, omit or change any item, term or condition herein.
- If suppliers have any additional requests and conditions, these shall be stipulated in an exception sheet.
- Each offeror may make one response only.
- Each offer shall be valid for the period of [180 days] from its date of submission.
- All offers should indicate whether they include taxes, compulsory payments, levies and/or duties, including VAT, if applicable.
- Suppliers should ensure that financial offers are devoid of calculation errors. If errors are identified during the evaluation process, the unit price will prevail. If there is ambiguity on the unit price, the Selection Committee may decide to disqualify the offer.
- Any requests for clarifications regarding the project that are not addressed in written documents must be presented to Mercy Corps in writing. The answer to any question raised in writing by any offeror will be issued to that offeror. In some cases Mercy Corps may choose to issue clarifications to all offerors. It is a condition of this tender that no clarification shall be deemed to supersede, contradict, add to or detract from the conditions hereof, unless made in writing as an Addendum to Tender and signed by Mercy Corps or its designated representative.
- This Tender does not obligate Mercy Corps to execute a contract nor does it commit Mercy Corps to pay any costs incurred in the preparation and submission of proposals. Furthermore, Mercy Corps reserves the right to reject any and all proposals, if such action is considered to be in the best interest of Mercy Corps.

## 2.3 Supplier Eligibility

Suppliers may not apply, and will be rejected as ineligible, if they:

- Are not registered companies
- Are bankrupt or in the process of going bankrupt
- Have been convicted of illegal/corrupt activities, and/or unprofessional conduct
- Have been guilty of grave professional misconduct
- Have not fulfilled obligations related to payment of social security and taxes
- Are guilty of serious misinterpretation in supplying information
- Are in violation of the policies outlined in Mercy Corps Anti Bribery or Anti-Corruption Statement
- Supplier (or supplier's principals) are on any list of sanctioned parties issued by; or are presently excluded or disqualified from participation in this transaction by: the United States Government or United Nations by the United States Government, the United Kingdom, the European Union, the United Nations, other national governments, or public international organizations.

Additional eligibility criteria, if applicable, are stated in section 3.2 of this tender package.

## 2.4 Response Documents

Offerors can either utilize the response documents contained in this tender package to submit their offer or they can submit an offer in their own format as long as it contains all the required documents and information specified by this tender.

## 2.5 Acceptance of Successful Response

Documentation submitted by offerors will be verified by Mercy Corps. The winning offeror will be required to sign a contract for the stated, agreed upon amount.

## 2.6 Certification Regarding Terrorism

It is Mercy Corps' policy to comply with humanitarian principles and the laws and regulations of the United States, the European Union, the United Nations, the United Kingdom, host nations, and other applicable donors concerning transactions with or support to individuals or entities that have engaged in fraud, waste, abuse, human trafficking, corruption, or terrorist activity. These laws and regulations prohibit Mercy Corps from transacting with or providing support to any individuals or entities that are the subject of government sanctions, donor rules, or laws prohibiting transactions or support to such parties.

## 3. Criteria & Submittals

### 3.1 Contract Terms

Mercy Corps intends to issue a fixed price contract to one or several company (ies) or organization(s). The successful offeror(s) shall be required to adhere to the statement of work and terms and conditions of the resulting contract. The anticipated contract is incorporated in [Section 6](#) herein. By submitting an offer, offerors certify that they understand and agree to all of the terms and clauses contained in [Section 6](#).

## 3.2 Specific Eligibility Criteria

Eligibility criteria must be met and the corresponding supporting documents listed below under “Tender Submittals” **must** be submitted with offers. Offerors who do not submit these documents may be **disqualified** from any further technical or financial evaluation.

Eligibility Criteria:

- The firm must be eligible under the applicable laws and regulations in the ADF 2 and SPARC programs’ countries of operation i.e Kenya, Uganda, Nigeria, Ethiopia, and Tanzania (to attach firm registration/incorporation documents).
- The firm must be in good standing with the taxation or legal authorities of ADF2/SPARC countries of operation (to attach tax compliance certificate)
- The firm must have a satisfactory record of performance and business ethics based on information available to Mercy Corps
- **Additional Criteria**
  - ❖ The firm should be able to operate in required countries as per the SOWs, with great in-country networks/partnerships where applicable
  - ❖ Evidence of (License) to conduct research from relevant government research regulators in the specified countries as applicable.

## 3.3 Tender Submittals

Documents and required information listed in tender submittals are necessary in order to support the eligibility criteria and to conduct technical evaluations of received offers (and due diligence). While absence of these documents and/or information does not denote mandatory disqualification of suppliers, the lack of these items has the potential to severely and negatively impact the technical evaluation of an offer.

**Documents supporting the Eligibility Criteria:**

- Business Registration Documents
- Articles /Memorandum of Association
- Tax registration and Compliance documents
- Three References from previous work projects (including contact information)

**Documents to conduct the Technical Evaluation and additional Due Diligence:**

- Company Profile, 2-page max

- Two Reports as Evidence of similar services offered/ Work concluded within last 5 years (including contact information, contract value, and geographic locations)
- Detailed CVs of technical staff to be involved in the research activity including their role, qualifications, and experience
- Three references from previous work/projects (including contact information)
- Portfolio of similar work
- Detailed Technical and Financial Proposal

### Price Offer:

The Price offer is used to determine which offer represents the best value and serves as a basis of negotiation before award of a contract. No profit, fees, taxes, or additional costs can be added after contract signing. Offerors must show unit prices, quantities, and total price, as displayed in the Offer Sheet in Section 4. All items must be clearly labeled and included in the total offered price.

Offerors **MUST** include VAT in their offer

### 3.4 Currency

Offers should be submitted in: USD

Payments will be made in: USD

### 3.5 Tender Evaluation (Trade-Off Selection Method)

Based on the above submittals, a Mercy Corps Tender Committee will conduct a tender evaluation process. Mercy Corps reserves the right to accept or reject any or all proposals, and to accept the offer(s) deemed to be in the best interest of Mercy Corps. MC will not be responsible for or pay for any expenses or losses which may be incurred by any Offeror in the preparation of their tender.

Evaluations will be conducted as described in the following subsections:

#### 3.5.1 Scoring Evaluation

##### *Trade-Off Method*

Mercy Corps Tender Committee will conduct a technical evaluation which will grade technical criteria on a weighted basis (each criteria is given a percentage, all together equaling 100%). Offeror's proposals should consist of all required technical submittals so a Mercy Corps committee can thoroughly evaluate the technical criteria listed herein and assign points based on the strength of a technical submission.

Award criteria shall be based on the proposal's overall "**value for money**" (quality, cost, delivery time, etc.) while taking into consideration donor and internal requirements and regulations. Each individual criterion has

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been assigned a weighting prior to the release of this tender based on its importance to Mercy Corps in this process.

Offeror(s) with the best score will be accepted as the winning offeror(s), assuming the price is deemed fair and reasonable and subject to the additional due diligence in [section 3.5.2](#).

When performing the Scoring Evaluation, the Mercy Corps tender committee will assign points for each criteria based on the following scale:

| Point | Rationale  |
|-------|--|
| 0     | Not acceptable; has not met any part of the specified criteria   |
| 1-4   | Has met only some minimum requirements and may not be acceptable |
| 5     | Acceptable   |
| 6-9   | Acceptable; has met all requirements and exceeds some            |
| 10    | Acceptable; has exceeded all requirements                        |

| Evaluation Criteria   | Weight (%) | Possible Points (1 to 10) | Weighted Score |
|---|------------|---------------------------|----------------|
|   | (A)        | (B)                       | (A*B)          |
| <b>Unique qualifications</b>  |            |                           |                |
| The proposal firm has the necessary qualifications to conduct the assignment: The lead should have at least a master's degree and the firm should have experience in quantitative and qualitative social sciences such as development and/or agricultural economics, M&E with technical skills in digital agriculture, data analytics, digital finance, business systems or other relevant fields | 10%        | 10                        | xx             |
| The firm/consultant have the necessary experience to execute data analytics research work on crop and livestock farming including its design and implementation and analysis of existing secondary data   | 10%        | 10                        | xx             |
| The proposal outlines an extensive methodological approach that is tailored to achieving the objectives of the assignment   | 10%        | 10                        | xx             |
| Strong experience to conduct research on technological usage, behavior and preference by smallholder farmers and agro-pastoralists including mapping of the stakeholders working with the farmers in the 2 sectors  | 10%        | 10                        | XX             |
| The proposal indicates clear analysis procedures that are to be used in developing the insights and aggregating the results   | 10%        | 10                        | XX             |
| Demonstrated experience and skills in development of learning outputs and participation in organizing and dissemination events  | 10%        | 10                        | xx             |

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|   |             |           |           |
|---|-------------|-----------|-----------|
| The proposal is in line with the expected timelines for delivering the project and the expected deliverables are well outlined as per the SoW   | 10%         | 10        | XX        |
| <b>Cost Of the Proposal and Terms of Payment</b>  |             |           |           |
| The proposed total financial offer is within budget   | 10%         | 10        | XX        |
| The technical proposal addresses all items requested by ADF2 whether verbally, electronically or in the TOR   | 10%         | 10        | XX        |
| The pricing is well documented, with the preferred payment schedule and the proposed fee is reasonable based on the experience, unique value and knowledge the firm brings to the engagement. | 10%         | 10        | XX        |
|   |             |           |           |
|   |             |           |           |
|   | <b>100%</b> | <b>XX</b> | <b>XX</b> |
|   |             |           |           |

### 3.5.2 Additional Due Diligence

Upon completion of both the technical and financial evaluations Mercy Corps may choose to engage in additional due diligence processes with a particular supplier or supplier(s). The purpose of these processes is to ensure that Mercy Corps engages with reputable, ethical, responsible Suppliers with solid financials and the ability to fulfill the contract. Additional due diligence may take the form of the following processes (though it is not limited to):

- Reference Checks
- Analysis of audited financial statements

## 4. Offer Form

**Offerors must submit their own independent offer including at least (but not limited to):**

- All documents requested in the “Eligibility Criteria” section of this Tender Package
- All documents requested in the “Tender Submittals” section of this Tender Package
- All information listed in the “Documents Comprising the Proposal” section below

**All offers must be duly signed (including position and full name of the signer) and stamped, with the date of completion.**

### Documents Comprising the Proposal

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The following information must be included in the offer of any potential offeror:

- Cover Letter** explaining interest to be a contracted vendor or supplier, and the details of the Proposal. The content of the cover letter shall include the following information:
  - A detailed specification of the offered services and (Proposal)
  - Delivery time
  - Price validity date (for this purpose and as stated on the advertisement, quote given shall remain unchanged for 180 working days)
- A Price Offer detailing the unit price only, using the **Price Offer Sheet** template provided in **section 7**
- Completed and signed Mercy Corps **Supplier Information Form** (template provided in **section 7**)
- Other important documents offeror feels need to be attached to support their proposal

The original proposal shall be signed by the offeror or a person or persons duly authorized to bind the offeror to the contract. Financial offer pages of the proposal shall be initialed by the person or persons signing the proposal and stamped with the company seal.

Any interlineations, erasures, or overwriting shall be valid only if they are initialed by the person or persons signing the proposal.

## 5. Scope of Work/Technical Specifications

### 5.1 Background

The consultancy is supported by two Mercy Corps programs - Agrifin Accelerate and SPARC - that support innovation for farmers, agro-pastoralists and pastoralists. This consultancy focuses on 5 countries: Kenya, Ethiopia, Uganda, Tanzania and Nigeria.

Nearly one and a half billion poor people live on less than US\$1.25 a day. One billion of them live in rural areas where agriculture is their main source of livelihood<sup>1</sup>.

An estimated 70 million Smallholder Farmers live in Sub Saharan Africa, over half of whom are women<sup>2</sup>. Smallholders, who typically farm two hectares or less, provide over 80% of the food consumed in a large part of the developing world, contributing significantly to poverty reduction and food security<sup>3</sup>. However, increasing fragmentation of landholdings, especially in infrastructure, coupled with reduced investment support, growing competition for land and water, rising input prices and climate change threaten this contribution, leaving many smallholders increasingly vulnerable.

Pastoralism is the dominant livestock production system in African arid and semi-arid lands (ASALs or drylands), occupying at least 40% of the continent's land mass<sup>4</sup>. In SSA alone, livestock is the primary source of income for 25 million pastoralists and 250 million agro- pastoralists. Pastoralists make over 50% of their income from livestock production, and agropastoralists make over half their income from agriculture overall and at least 10% from livestock<sup>5</sup>. Pastoralism is often the most adaptive form of agriculture that can be practiced due to variable climate and soil fertility levels; however it can have negative impacts on the environment, including land degradation and greenhouse gas emissions.

Given increasing world populations and demand for food, smallholder farmers and (agro)pastoralists occupy an important segment of the global agricultural value chain<sup>6</sup>. Multinational buyers will increasingly rely on smallholders to secure their supply of commodities and to help satisfy consumer sustainability preferences<sup>7</sup>.

At an estimated \$450 billion, the global demand for smallholder agricultural finance is large—and largely unmet. Credit provided by informal and formal financial institutions, as well as value chain actors, currently only meets an estimated USD 50 billion of the more than USD 200 billion need for smallholder finance in the regions of sub-Saharan Africa, Latin America, and South and Southeast Asia<sup>8</sup>. Impact driven smallholder agricultural lenders currently satisfy less than two percent of the demand.<sup>9</sup> The volume and value of savings, lending and payment transaction smallholder farmers in most African countries is not specifically measured.

Mobile phones are a powerful tool to access the electronic national retail payments system and enable vast numbers of clients to use a range of financial and informational services at lower cost. In agriculture, progressively more services are being delivered via mobile phone. Applications now deliver direct specific, timely information on agricultural production methods to farmers through their mobile phones. Moving beyond one-to-one communication, there are internet- and SMS-based services that allow farmers to access inputs, access price information on different crops and provide a platform for smallholders to collectively sell crops and buy inputs, thereby lowering costs and accessing new markets.<sup>10</sup> We believe

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that digital innovation can revolutionize the way smallholder farmers, agropastoralists and pastoralists feed the world, that's why, based on years of learning and iterating, we built the AgriFin model to facilitate that process.

Launched in 2012, **AgriFin's** primary target group is un-banked smallholder farmers living on less than USD 2 per day. Mobilizing a vast network of partners, AgriFin ensures that the needs of farmers inform the design of partner products and services. Our shared global context is challenging – climate variability and population growth present unprecedented challenges. Yet, our experience tells us that farmers are determined to beat the odds. With access to the right tools, smallholder farmers can build the resilience they need against climate and emergency shocks, and continue to feed their communities. We know that government and private sector partners are best suited to deliver those tools, and that technology is a critical accelerator. Our aim is to connect smallholder farmers to products and services that increase their productivity and income by 50%, with a 40% target population of Women and Youth.

Launched in 2020, the Supporting Pastoralism and Agriculture in Recurrent and Protracted Crises (SPARC) program aims to develop, broker and manage knowledge, in order to enhance the ability of the development community to assist pastoralists, agro-pastoralists and farmers living in the context of climate change, protracted crises and ongoing conflicts. These groups represent dryland communities that are faced with significant transitions in their livelihoods resulting from both multiple pressures (climate, conflict), as well as in response to opportunities (jobs). The SPARC Innovation Research Facility was established to co-create, curate and broker evidence on what innovations are most relevant, impactful, and scalable (when, where, and how); and what policies enable the success of these innovations in the FCAS / ASALs context.

## 5.2 Purpose of the Engagement.

The objective of this exercise is to understand and benchmark the use and access to digital financial and information services among smallholder farmers, agro-pastoralists and pastoralists across the respective value chains. ADF II and SPARC programs therefore seek to recruit a research firm with expertise in data analytics to conduct deeper analysis of existing secondary data/information on access to digital services by smallholder farmers including agro-pastoralists and pastoralists in the arid and semi-arid areas. The respective household will be used as a unit of analysis, to generate relevant insights across 5 countries starting with Kenya and Nigeria then later in Uganda, Ethiopia and Tanzania.

### The specific objectives of this work are to:

1. Conduct analysis of existing secondary data on access and utilization of financial and non-financial digital services, exploring relevant areas while presenting the key crop and livestock value chains, respective producers characteristics/profiles, the levels of DFS/DIS utilization and usage patterns.
2. Undertake an in-depth profiling of producers, both crop and livestock, indicating the value chains they participate in, access and utilization of DFS and/or DIS, income and poverty levels, and other segmentation variables that will enhance the understanding of them.
3. Develop and share with AgriFin and SPARC teams various communications outputs (e.g. PPT decks, word documents) that share the methodology and results in practical and engaging formats.

### Research Questions:

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The following are the questions the research is expected to answer, for both crop farmers and (agro)pastoralists, to the largest extent be disaggregated by gender and age:

1. What is the profile of an average producer (disaggregated by gender, demographics, socio-economic factors, type of farming-crops & livestock)? What is the average number of value chains (both Crops and livestock) they are actively involved in? What are other sources of income other than agriculture (i.e. casual labor, remittances, contract work etc.)?
2. What is the current level of access and use of digital and other information services; non-financial services such as training and advisory services? (i.e. what services, how often used, what have they liked and not liked about getting information electronically, is there any service they are paying for, etc.)
3. How do producers access information services? (i.e. through input suppliers, traders, private and/or public agriculture extension workers, farmer cooperatives, local community leaders, religious organizations, NGOs, friends, neighbors, relatives, radio, TV programmes like “Shamba Shape-up?”, other platforms like One Acre, e-Soko, etc.)
4. How do producers currently access financial services? (i.e. MFIs, banks, cooperatives, contract buyers, input suppliers, friends, neighbor’s, relatives, money-lenders, VSLAs, Vicobas etc.)
5. What is the current level of access and use of financial services? (i.e. how much in loans do they take and from whom, family and informal sector loans, savings in cash, stored value in a mobile money wallet, how many loans/ accounts, how often, how much, etc.)
6. What channels are used in the dissemination of digital financial & information services? Which ones are effective and why, disaggregated by different types of producers?
7. What challenges are there in access to digital financial & information services? (i.e. gender disadvantage, lack of useful products, socio-cultural norms, trust, lack of information about the products, lack of appropriate service delivery channels, lack of mobile phones/Tvs/Radios which limit access to DIS/DFS, distance to the financial institution, confusing menus, language barriers, network coverage, technical ability, financial literacy etc.)
8. What challenges are there in coping with unexpected events, what are their coping strategies? (i.e. household emergencies like medical/death in the household, COVID pandemic, desert locust, fall armyworm, etc)
9. Where are the opportunities for increasing smallholder farmers’/pastoralists income through provision of digital information and financial services? Are these opportunities centered on improved productivity, improved yields, improved income or reduced costs? Can these be addressed by mobile applications or digital channels?
10. What is the current need in terms of information? What types of information? (i.e. market pricing, weather data, input recommendations & training for seed, disease control information, fertilizer & pesticide, or information and recommendations on future crop prices and buyer demand for specific commodities in order to plan harvest cycles)?
11. What is the need for financial services among producers? What types of financial services? (i.e. loans, savings, insurance, value chain payments, remittances, bill pay, etc.)?

12. What do producers perceive as their largest constraint to achieving greater productivity, yields & income? (i.e. poor seed, lack of fertilizer, poor quality of seed and fertilizer, disease control for crops or livestock or lack of credit etc.)

What organizations, cooperatives, CBOs or other related organizations are working with producers in the identified value chains (both crops & livestock) to enhance their access to digital services?

## 5.2 Scope of Work

The consultant will be expected to conduct the following activities.

1. Conducting inception/kickoff meeting with the AgriFin MERAL and SPARC programs teams to discuss the objectives of the research, the approach and expected deliverables.
2. Develop a detailed research protocol and work plan and timelines for the research
3. Develop a research protocol indicating their understanding of the understanding of what is outlined in the SoW, and the research design and methodology to be used during the research and key themes/codebook that will guide them during data analysis
4. Conducting in-depth review of existing literature (FinAccess/FinScope reports, relevant program documents, case studies, journal articles, books, etc) to collect data on access to digital services by smallholders, including pastoralists in ASALS
5. Identify existing available data sources and conduct deeper/additional data analysis as guided by the outlined research questions above
6. Provide regular updates to the AgriFin MERAL and SPARC teams detailing the progress of the research
7. Develop a draft report, indicating initial draft report in powerpoint on key findings indicating the profile of average producers, level of access and types of digital services for producers by type, providers of digital services, challenges experienced in accessing digital services, existing opportunities to enhance use of digital opportunities and recommendations to be utilized by AgriFin, SPARC and their partners
8. Develop a final data analytics report in powerpoint, indicating the outcome of the research and recommendations to be adopted by the AgriFin and SPARC programs. The consultant will also include references in the report.
9. The consultant is also expected to share any data/information gathered during the analysis and a codebook used to guide the data analysis
10. Indicate the research questions not answered and gaps identified for follow-up by Mercy Corps team.

The research firm and Mercy Corps team will have to agree on the standard definition of the variables that will be used in the research e.g pastoralist, income levels, crop farmer, etc.

This research activity implementation shall be fully consultative with the ADF II and SPARC programs, while all research results, and recommended strategies will be developed in conjunction with support from the technical teams of both programs so that strategic alignment is built within the program.

## Deliverables

The consultant will work to produce the following deliverables, in close collaboration with the AgriFin MERAL and SPARC team;

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1. **Inception report and workplan:** An inception report indicating the firm’s understanding of the research objectives, a detailed proposal of the methodological approach for conducting the data analysis, and a detailed **work plan** indicating the activities to be implemented and the timeframes.
2. **5 country specific reports with targeted chapters:**
  - a. **Country overview and summary:** The consultant will consolidate the smallholder farmers and pastoralist reports into one country report including country farmer profile introduction followed by two chapters for smallholder farmers and Pastoralists, to be presented at country-level workshops/webinars to present the insights for each country to Mercy Corps and key stakeholders. It should include a brief comparison highlighting differences and variances in opportunities for support
  - b. **Focus on Smallholder farmers:** 5 country-specific final reports for Kenya, Uganda, Nigeria, Ethiopia and Tanzania, in powerpoint on key findings of the data analytics research incorporating feedback from AgriFin and SPARC technical teams focusing on smallholder farmers. The report should be include charts, figures & tables and references
  - c. **Focus on Agro-pastoralists and pastoralists:** 5 country-specific final reports for Kenya, Uganda, Nigeria, Ethiopia and Tanzania, in powerpoint on key findings of the data analytics research incorporating feedback from AgriFin and SPARC technical teams focusing on Agro-pastoralists and pastoralists.on the draft reports. The report should be include charts, figures & tables and references

The table below indicates the expected timelines on when the deliverables are to be submitted;

| Deliverable                   | Description   | Estimate deliverable due date  |
|-------------------------------|---|--------------------------------|
| Inception report and workplan | An inception report indicating their understanding of the research objectives, a detailed proposal of the methodological approach for conducting the data analysis, and a detailed <b>work plan</b> indicating the activities to be implemented and the timeframes. | 5 <sup>th</sup> September 2022 |
| Kenya draft country report    | Country consolidated report with specific chapters on smallholder farmers and (agro)pastoralist producers, in powerpoint, on key findings of the data analytics research. The report should be include charts, figures & tables and references                      | 5 <sup>th</sup> October 2022   |
| Kenya country report          | Final report incorporating feedback from AgriFin and SPARC technical teams  | 17 <sup>th</sup> October 2022  |

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|  |  |   |
|--|--|---|
| Nigeria country report                 | Country consolidated report with specific chapters on smallholder farmers and (agro)pastoralist producers, in powerpoint, on key findings of the data analytics research. The report should be include charts, figures & tables and references | 5 <sup>th</sup> November 2022   |
| Ethiopia country report                | Country consolidated report with specific chapters on smallholder farmers and (agro)pastoralist producers, in powerpoint, on key findings of the data analytics research. The report should be include charts, figures & tables and references | 5 <sup>th</sup> December 2022   |
| Uganda country report                  | Country consolidated report with specific chapters on smallholder farmers and (agro)pastoralist producers, in powerpoint, on key findings of the data analytics research. The report should be include charts, figures & tables and references | 6 <sup>th</sup> January 2023  |
| Tanzania country report                | Country consolidated report with specific chapters on smallholder farmers and (agro)pastoralist producers, in powerpoint, on key findings of the data analytics research. The report should be include charts, figures & tables and references | 5 <sup>th</sup> February 2023   |
| 5 Dissemination workshops/<br>webinars | The consultant will present at least 5 country-level workshops/webinars to Mercy Corps and key stakeholders.   | 28 <sup>th</sup> February 2023 (all complete, likely to be rolling during assignment) |

## 6. Sample Contract

This is the anticipated contract. However, if required, additional terms and conditions may be added by Mercy Corps in the final contract.



Master Service Agreement Template

## 7. Attachments to the Tender Package

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Supplier Information |



Copy of price offer  
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