

**Term of Reference**  
**AYuTe Monitoring and Evaluation Database System Development**  
**NO: 20260527RNG**

RFP Release Date:	<b>May 28, 2026</b>
Proposal Submission Deadline:	<b>June 10, 2026, at 5pm (1700hrs) WAT</b>
Electronic submission to the attention of:	<a href="mailto:PROCUREMENT-RNG@HEIFER.ORG">PROCUREMENT-RNG@HEIFER.ORG</a>
Contact information for inquiries about this RFP:	<a href="mailto:PROCUREMENT-RNG@HEIFER.ORG">PROCUREMENT-RNG@HEIFER.ORG</a>

**I. General Information**

Heifer International believes that the future of Africa’s agriculture hinges on creating opportunities for young African innovators to transform the agricultural landscape, catalyzing ground-up innovation from young Africans and making agriculture a desired career for the future. The combination of increased funding, visibility and mentorship will provide a new incentive for young, tech-oriented Africans to launch their own bold new agritech businesses and set their sights on joining the league of AYuTe Africa Champions. The AYuTe Africa Challenge is one of the most ambitious agriculture competitions on the continent. We envision combining the power of African youth with the many possibilities of emerging technologies to support smallholder farmers across Africa to grow their businesses and incomes—a transformative force we call AYuTe. The annual AYuTe Africa NextGen Challenge awards catalytic grants to the most promising young agritech innovators across Africa. Through a regional competition, we award up to US\$1.5 million each year. The national competitions in Ethiopia, Kenya, Nigeria, Rwanda, Senegal, Tanzania, Malawi and Uganda award up to \$40,000 in each country - since 2022. Our support doesn’t end there. We also deploy a team of expert advisers—accomplished business veterans—to support AYuTe Africa Champions as they translate this funding into aggressive business expansion strategies. Through the AYuTe Africa Challenge, we want to identify young, creative entrepreneurs who have launched promising new tech solutions to transform African agriculture for smallholder farmers. Today, across Africa, young professionals are developing and deploying tech innovations that are reimagining farming and food production across the continent. These entrepreneurs are showing that agriculture is a profitable career choice – and not a career of last resort. From drones that can detect the threat of crop diseases to solar-powered refrigeration hubs that prevent food waste to soil testing kits, these new innovations have the potential to make agriculture a promising future for Africa’s youth: one that is profitable and rewarding.

As Heifer AYuTe expands programmatically, its Monitoring and Evaluation needs have grown significantly. Currently most data management relies heavily on spreadsheets, manual project-specific trackers, paper-based tools, and decentralized reporting systems. While functional, this approach presents limitations in- Real-time

data collection and reporting, consolidation across programs, regions, and countries, data quality control and validation, secure data storage and compliance, automated reporting and learning, ability to easily cross-reference, disaggregate or seek deeper learnings within the data.

To effectively manage program indicators, interventions, and partner data, a centralized database system to support its next stage of growth, Heifer seeks a Consultant to support the implementation of a robust, scalable, and integrated Digital MEL System to strengthen real-time data computation, data management, data visualization, performance tracking, learning, and reporting.

## **II. About Heifer International**

Heifer International is a global non-profit organization on a mission to end hunger and poverty in a sustainable way. Since 1944, Heifer International through its work in 21 countries (in Africa, Asia, and the Americas) has supported more than 39 million people around the world to end hunger and poverty in a sustainable way, and millions more now on a pathway to living incomes. Working with rural communities across Africa for 48 years, Heifer International supports farmers and local food producers to strengthen local economies and build secure livelihoods that provide a living income. Heifer's foundation was built on the belief that ending hunger begins with giving people the means to feed themselves, generate income and achieve sustainable livelihoods for their households. Heifer's global vision for 2020 - 2030 is to close the living income gap for an additional 10 million families. This vision is a focused approach for the African continent to support at least 6 million smallholder farmers in Africa to reach sustainable living income. As a part of this commitment, Heifer has expanded its presence in Africa to include Nigeria, with a goal of supporting at least two million households to achieve sustainable living income, through (a) strategic private and public sector partnerships, (b) unlocking demand and market opportunities, (c) investing in priority value chains, and (d) leveraging innovation and emerging agricultural technologies to reach transformational scale. More information about Heifer is available at: [www.heifer.org](http://www.heifer.org)

## **III. Objective of the Database system**

1. Develop a secure, scalable database that centralizes the management of program indicators, interventions, and partner information, while ensuring compliance with data protection standards, including secure handling of personally identifiable information
2. Ensure seamless user experience by aligning the system with the AYuTe UI/UX design and providing role-based access for program staff, and partners.
3. Enable multi-year data tracking and reporting to support longitudinal analysis across the Heifer Africa countries programs, with automated dashboards and reporting for real-time insights and trend analysis.

4. Standardize and streamline data collection by increasing efficiency and accuracy in data compilation, cleaning, and reporting, reducing reliance on fragmented Excel files and manual consolidation, and ensuring digital data collection is consistent across programs and partners.
5. Improve data quality and integrity through built-in validation rules, automated checks, and maintaining audit trails and activity logs for transparency and accountability.
6. Facilitate integration and scalability by providing APIs for external data sources and reporting tools, ensuring cloud hosting with scalability for future program expansion, and enabling flexible export options such as Excel, CSV, and PDF.

#### **IV. Purpose of the digital MEL system**

The purpose of the Digital MEL System is to enable Heifer AyuTE transition from spreadsheet-based data management to a centralized, integrated, and scalable digital system that supports:

- Real-time and offline field data collection capability
- Automated dashboards and analytics, designed to support multi-interfaces to enable accessibility and future regional expansion.
- Performance monitoring against the log frame and KPIs
- Learning and adaptive management
- Efficient management of multi-region data including secure data storage and compliance.
- Integration with operation tools/ systems where applicable
- The design system should be lean and financially sustainable while supporting future growth in scale and complexity.

#### **V. System Technical Requirements**

The Heifer AYuTe Monitoring, Evaluation, and Learning (MEL) system is envisioned as a transformative digital platform that will redefine agricultural program management across Kenya and Sub-Saharan Africa. Anchored in Heifer's mission to end hunger and poverty while fostering innovation, the system will serve as a centralized hub for data collection, storage, analysis, and reporting, enabling evidence-based decision-making, transparency, and accountability at scale.

##### ***1. Scalability, Inclusivity, and Compliance***

The platform is designed to be scalable, supporting growth of Heifer AYuTe M&E.

- Simplified tools for low-literacy users, ensuring partners or innovators can easily collect and transmit data.
- Offline capability, allowing data capture in areas with unreliable mobile networks, with synchronization once connectivity is restored. Compliance is guaranteed through adherence to the Kenya Data Protection Act and adaptable privacy controls to meet regulatory requirements across multiple countries.

## ***2. Data Collection and Management***

The system will support comprehensive data compilation and management through entry points on the web applications with seamless synchronization to the cloud database.

- Cloud-hosted architecture (AWS, Azure, or OneDrive) ensures resilience and scalability.
- Built-in validation rules and duplicate elimination algorithms guarantee data accuracy.
- Bulk data import and automated integration with existing datasets will maintain continuity of historical reporting and analytical functionality.
- Multi-project and multi-county management will allow flexible deployment across diverse operations.

## ***3. Analysis, Visualization, and Reporting***

- An interactive dashboard powered by Microsoft Power BI will provide real-time visualization of indicators, targets, and milestones.
- Automated dashboards and reporting tools will reduce reliance on fragmented Excel files and manual consolidation.
- Geospatial analysis capabilities will allow mapping of farmers, partners, and project locations using geo-coordinates, enhancing planning and resource allocation.
- Indicator tracking will enable monitoring of key performance indicators (KPIs), targets, and milestones across agricultural projects.
- A public-facing website will mirror the internal dashboard, showcasing agricultural landscapes, project outcomes, and investment opportunities to attract donors and private sector partners.

## ***4. Security and Compliance***

Security is central to the system's design:

- Data encryption during storage and transmission ensures confidentiality.
- Role-based access controls regulate permissions for staff, consultants, and partners.
- Audit trails record user activity and data changes, supporting accountability and compliance.
- A multi-organization architecture will allow authorized partners to upload data, access approved datasets, and generate contextualized reports while maintaining strict segregation of information.

## ***5. Communication and Engagement***

Integrated communication features will strengthen engagement with partners and their beneficiaries community

- SMS messaging tools will allow timely dissemination of information to farmers, partners, and stakeholders.
- Notifications will support program responsiveness, ensuring farmers receive updates on interventions, training, and market opportunities.
- Partner and stakeholder profiles stored in the database will enable targeted communication and collaboration.

### 6. Interoperability and Future-Proofing

The system will be designed for interoperability, ensuring seamless data exchange with other platforms and tools:

- API integration will allow connection with external data sources and reporting systems.
- Configurable multi-dashboards will support expansion into new regions without redevelopment.
- Future scalability will enable regional and international expansion, with headquarters able to limit or grant access to local partners as needed.
- Training and technical support will ensure successful adoption and long-term sustainability.

## VI. Scope of Work

Phase	Activities	Expected Outputs
Phase 1: Requirement & Design	- Conduct needs assessment of existing tools, indicators, workflows, and MELA plan.	-Requirements specification document
	- Undertake user research with VBAs, program managers, M&E teams, and IT staff.	- System architecture & data model
	- Develop data model: indicators, sources, collection frequencies, validation rules.	- Dashboard wireframes
	- Integrate AI-enabled functionalities for data quality assurance and real-time insights.	- Pilot plan
	- Design solution architecture including:	- Final implementation plan & budget
	• System architecture blueprint	

	<ul style="list-style-type: none"> <li>• Multi-organization governance framework</li> </ul>	
	<ul style="list-style-type: none"> <li>• Data dictionary</li> </ul>	
	<ul style="list-style-type: none"> <li>• Form designs &amp; survey logic</li> </ul>	
	<ul style="list-style-type: none"> <li>• Data flow diagrams</li> </ul>	
	<ul style="list-style-type: none"> <li>• Dashboard wireframes (multilingual)</li> </ul>	
	<ul style="list-style-type: none"> <li>• User roles &amp; permissions</li> </ul>	
	<ul style="list-style-type: none"> <li>• Hosting recommendation (cloud-based)</li> </ul>	
	<ul style="list-style-type: none"> <li>- Draft implementation roadmap with timeline, resources, and risk mitigation.</li> </ul>	
Phase 2: Development & Configuration	<ul style="list-style-type: none"> <li>- Build and configure the cloud-hosted database.</li> </ul>	<ul style="list-style-type: none"> <li>- Configured database system</li> </ul>
	<ul style="list-style-type: none"> <li>- Develop APIs for integration with AyuTE UI/UX.</li> </ul>	<ul style="list-style-type: none"> <li>- Functional dashboards and forms</li> </ul>
	<ul style="list-style-type: none"> <li>- Configure dashboards, forms, and survey logic.</li> </ul>	<ul style="list-style-type: none"> <li>- Tested APIs and integrations</li> </ul>
	<ul style="list-style-type: none"> <li>- Implement role-based access and audit trails.</li> </ul>	<ul style="list-style-type: none"> <li>- Security and compliance framework</li> </ul>
	<ul style="list-style-type: none"> <li>- Integrate geospatial analysis and SMS communication tools.</li> </ul>	
	<ul style="list-style-type: none"> <li>- Conduct internal testing and refinements.</li> </ul>	
Phase 3: Testing and Piloting	<ul style="list-style-type: none"> <li>- Train enumerators and field teams on devices, workflows, and troubleshooting.</li> </ul>	<ul style="list-style-type: none"> <li>- Pilot evaluation report</li> </ul>
	<ul style="list-style-type: none"> <li>- Conduct live data collection in select counties/regions.</li> </ul>	<ul style="list-style-type: none"> <li>- Revised system design &amp; forms</li> </ul>
	<ul style="list-style-type: none"> <li>- Perform performance &amp; load testing (offline capability, sync, device performance).</li> </ul>	<ul style="list-style-type: none"> <li>- Go/No-Go recommendations for scale-up</li> </ul>

	- Review data quality (accuracy, completeness, duplicate detection).	
	- Refine system iteratively (form logic, UX, error handling, dashboard metrics).	
Phase 4: Scale-Up & Rollout	- Roll out system across Kenya and Sub-Saharan Africa.	- Scaled system deployment
	- Train additional users and partners.	- Trained user base
	- Implement multi-organization architecture for secure data segregation.	- Multi-organization governance framework
	- Enable multilingual dashboards and interfaces.	- Maintenance and support plan
	- Establish long-term support and maintenance framework.	

## VII. Deliverables

- Requirements specification document.
- System UI/UX
- Configured MEL database system (front and back-end)
- Dashboard wireframes and functional dashboards and data models
- Pilot evaluation report.
- Final implementation plan
- Training materials and user manuals.
- Maintenance and support plan

## VIII. Professional Qualification

### *Proposed Team Leader*

- At least 5 years' experience in implementing digital MEL systems architecture, ICT4D, or similar related programs including for Heifer International (Preferred)
- Degree in Information Systems, Computer Science, Data Science, ICT4D, or related field.
- Demonstrated expertise in cloud-based databases and mobile data systems.
- Experience working with development organizations in sub-Saharan Africa
- Strong stakeholder engagement and communication skills.

### *Proposed Team Members*

- Must have clearly defined roles within the proposal.
- Background in software development, database engineering, and data analytics (using Power BI)
- Experience deploying digital data management systems.

- Experience in databases and dashboard development including deployment on Heifer servers
- Excellent reporting and presentation skills.
- Fluency in written and spoken English.

### ***Technical Qualifications***

- Programming skills: Proficiency in programming languages such as Java, Python, C++, or .NET.
- Database expertise: Experience with database management systems such as MySQL, Oracle, Microsoft SQL Server, or PostgreSQL.
- Data modeling: Knowledge of data modeling techniques and data warehouse design.
- Cloud computing: Experience with cloud-based technologies such as Amazon Web Services (AWS), Microsoft Azure, or Google Cloud Platform (GCP).

### ***Business Qualifications***

- Relevant experience: Proven track record of developing database management systems for similar industries or clients.
- Domain expertise: Knowledge of the industry or domain for which the database management system is being developed.
- Project management: Experience with project management methodologies such as Agile, Scrum, or Waterfall.
- Communication skills: Ability to communicate effectively with stakeholders, including technical and non-technical personnel.

### ***Resource Qualifications***

- Resource allocation: Ability to allocate sufficient resources, including personnel, equipment, and infrastructure.
- Scalability: Ability to scale up or down to meet changing project requirements.

### ***Reputation and References***

- Client references: Positive references from previous clients or partners.
- Industry reputation: Good standing within the industry, with a reputation for delivering quality solutions.
- Experience in designing and developing Heifer system and deploying on Heifer server.

## **IX. Proposals Submission Instructions**

Interested consultants or firms are requested to submit their Expression of interest and budget on soft copy. All documents must be submitted by email to Heifer Africa Procurement team via [PROCUREMENT-RNG@HEIFER.ORG](mailto:PROCUREMENT-RNG@HEIFER.ORG) on or before **June 10th 2026, at 5pm (1700hrs) WAT** with the Subject: “**(name of company) – AYuTe MEL System**”

The successful consultant or firm will be required to submit the following documents prior to entering into an Independent Contractor Agreement (ICA) with Heifer.



The documents listed below represent the minimum requirements needed to qualify for this assignment.

- CAC certificate (showing at least 5 years since incorporation)
- Tax clearance certificate for 3 years
- Financial proposal

Heifer retains the right to terminate this RFP or modify the requirements upon notification to the Offerors.

**VII. Selection Criteria**

Submitted proposals must demonstrate alignment with the scope of work outlined above and with the appropriate level of detail. Heifer’s goal is to ultimately sign on with the Offeror whose proposal best follows the instructions in this RFP, includes the strong evaluation team, and is most cost-effective. Proposals will be evaluated according to the following criteria:

<b>Proposal evaluation focus</b>	<b>Percentage</b>
Accuracy and relevance of the proposed technical approach and methodology	20%
Completeness of proposal according to the RFP (general information, activity plan, budget, team expertise, etc.)	20%
Proposed team: expertise and competencies to address project components	20%
Relevance and capability/skill to implement/manage the assignment	20%
Budget justification and costs realism	20%

The selection committee will evaluate the technical proposal based upon the criteria listed above and they will evaluate the financial proposal based on cost reasonableness and cost-effectiveness in the budget.

**VIII. Validity of Proposals**

Proposals submitted shall remain open for acceptance for 30 days from the last date specified for receipt of the proposal. This includes but is not limited to, pricing, terms and conditions, service levels, and all other information. If your organization is selected, all information in this document and the negotiation process are contractually binding.

Heifer will issue a fixed award agreement based on the submission and Heifer’s acceptance of deliverables. Once an award is issued, it will include the payment schedule with the deliverables specified above.

**X. Limitations**

This Request for Proposal does not represent a commitment to award a contract, to pay any costs incurred in the preparation of a response to this RFP, or to procure or contract for services or supplies. Heifer reserves the right to fund any or none of the



applications submitted and reserves the right to accept or reject in its entirety and absolute discretion any proposal received in response to the RFP.

## **XI. Intellectual Property**

### **a. Ownership Generally.**

Any intellectual property (including but not limited to copyrights, trademarks, service marks, and patents), intellectual property rights, deliverables, manuals, works, ideas, discoveries, inventions, products, writings, photographs, videos, drawings, lists, data, strategies, materials, processes, procedures, systems, programs, devices, operations, or information developed in whole or in part by or on behalf of Contractor or its employees or agents in connection with the Services and/or Goods (collectively, the "Work Product") shall be the exclusive property of Heifer International. Upon request, the Contractor shall sign all documents and take any actions necessary to confirm or perfect Heifer's exclusive ownership of the Work Product.

### **b. Prior-Owned Intellectual Property.**

Any intellectual property owned by a Party prior to the Effective Date ("Prior-Owned IP") shall remain that Party's sole and exclusive property. Regarding any of Contractor's Prior-Owned IP included in the Work Product, the Contractor shall retain ownership, and hereby grants Heifer a permanent, nonexclusive, royalty-free, worldwide, irrevocable right and license to use, copy, reproduce, publicly display, edit, revise, perform, and distribute said intellectual property, in any format or any medium, as part of the Work Product.