



Project/Activity Name	Heifer Project International
Agresso Work Order:	
Country:	Senegal

REQUEST FOR PROPOSAL

No. [HPI.2026.05.004SN]

Selection of a consulting firm or training institute to conduct a training session on Market Systems Development (MSD)

Date of publication of the request for proposals:	May 8, 2026
Implementation period:	May 2026 – December 2026
Deadline for submission of proposals:	May 15, 2026
Deadline for submitting questions/requests for information:	May 13, 2026
Electronic submission to:	For the attention of the “Purchasing Department” with the subject line “MSD Training”
Electronic submission:	procurement-sn@heifer.org
Contact information for any inquiries regarding this request for proposals :	procurement-sn@heifer.org



I. Background

HEIFER is an international nonprofit organization that has been working for over 80 years on projects and programs aimed at ending hunger and poverty, while promoting sustainable and inclusive agricultural practices.

As part of its organizational transformation and the evolution of its programmatic approaches, Heifer seeks to strengthen its staff's capacity in Market Systems Development (MSD), in alignment with the regional focus on transforming food systems, including market actors, and Heifer's facilitation role.

This shift responds to the need to change the approach to project and program implementation in order to better understand market systems, mobilize public and private actors, promote sustainable and inclusive solutions, and scale up impact in an environment marked by uncertainty, complexity, and rapid change. Heifer International Senegal is therefore seeking to engage a qualified consulting firm or training institute to design and deliver a training program tailored to its context

II. Purpose and Objective

The purpose of the assignment is to select a consulting firm or training institute to design and deliver a training program on Market Systems Development (MSD) for Heifer staff.

The objective is to support staff in understanding and adopting the principles, tools, and practical implications of MSD in order to promote its integration into practices related to design, implementation, partnership, monitoring-learning-adaptation, and decision-making.

Expected Outcomes

The training should enable participants to:

- Understand the fundamentals of MSD and how it differs from traditional project-based approaches;
- Analyze a market system by identifying the actors, support functions, rules, incentives, and constraints;
- Grasp the concepts of facilitation, systemic change, inclusion, sustainability, and scaling up;
- Master the **results and monitoring, evaluation, and learning (MEL)** tools adapted to MSD, including:
 - result chains,
 - systemic change indicators,
 - adaptive learning mechanisms.



- Identify concrete ways to integrate the MSD approach into Heifer’s priority programs and value chains.

Scope of Services

The selected contractor will be responsible for:

- Proposing a methodological framework and a training schedule;
- Design or adapt training materials tailored to the context of Heifer International Senegal;
- Facilitate the training using a participatory, practical, and application-oriented approach;
- Using methods adapted to adult learning, including case studies, practical exercises, group work, and role-playing;
- Produce a final summary report including key findings, the results of the training evaluation, and useful recommendations for the future. The proposed content must cover, at a minimum, the following topics:
 - Principles and conceptual framework of the MSD;
 - Analysis of market systems;
 - Identification of systemic constraints and opportunities for change;
 - Identification of stakeholders;
 - Facilitation vs. substitution;
 - Private sector engagement;
 - Economic inclusion (gender, youth, vulnerable groups);
 - Designing facilitative interventions;
 - Adaptive management;
 - Monitoring and measuring systemic change (MEL for MSD);
 - Application to Heifer’s specific context and its priority value chains.

III. Expected deliverables

The expected deliverables are as follows:

- A methodological note;
- A detailed training agenda;
- Training materials;
- A final summary report with recommendations;
- Practical tools for monitoring, learning, and adaptation (MEL for MSD) and any other relevant tools used in the MSD context.

IV. Required Expertise

The firm or institute must:

- Demonstrate **proven experience** in:
 - market-based systems (MSD) development,
 - value chain development,



- facilitating inclusive markets,
- private sector or food systems development;
- Have significant experience in **adult training and capacity building**;
- Have trainers with **practical experience in MSD** (beyond just theory);
- Experience with international NGOs or development organizations is strongly preferred;
- Experience in **French-speaking West Africa** is a major asset.

a) Relationships and Responsibilities

Heifer will designate the [People Director] to coordinate the implementation of this activity. The contractor will keep Heifer informed of its progress. During implementation, the contractor may request and receive additional advice or guidance from the aforementioned staff.

V. Requirements for Proposal Submission:

All interested bidders shall submit their proposals accompanied by the following information:

a. A Technical Proposal

- Methodological Note: outlining their understanding of the assignment, the proposed methodological approach, the indicative training content, and the trainers' CVs;
- Relevant references from similar assignments.
- Registration document / NINEA or business registration

b. A Detailed Financial Proposal

The proposed budget must be submitted separately. The proposed budget must be sufficiently detailed to allow for the evaluation of the proposed costs. It must include at least:

- Detailed budget; Fees, Travel (accommodation and meals),
- Narrative explanations of budget items;

The training will take place in Thiès, Senegal, for an estimated duration of 3 to 5 days. The projected start date will be communicated to the bidders selected by Heifer.

Proposals will be evaluated based on the understanding of the mission, the relevance of the proposed approach, the contractor's experience, the quality of the personnel assigned, and value for money.



Proposals received after the submission deadline will not be considered. It is the responsibility of bidders to ensure that their proposals are submitted in accordance with the instructions set forth in this document.

Heifer reserves the right to request additional information to support the detailed costs and prices.

Heifer reserves the right to terminate this request for proposals or modify the requirements after notifying the bidders.

VI. Selection Criteria

Submitted proposals must clearly demonstrate compliance with the terms of reference described above, with an appropriate level of detail. An agreement will be signed with the bidder whose proposal complies with the instructions in this request for proposals. Proposals will be evaluated according to the following criteria:

Proposal Evaluation Criteria	Percentage
Accuracy and relevance of the proposed technical approach and methodology	30%
Completeness of the proposal in accordance with the request for proposals (general information, work plan, budget, team expertise, etc.)	10%
Proposed team: expertise and skills to address the project components	20%
Relevance and capacity/skills to implement/manage the project	10%
Budget justification and cost realism	30%
Total	100%

The financial proposal will be evaluated based on the reasonableness of the costs and the cost-effectiveness of the budget.

VII. Validity of proposals

Submitted proposals will remain open for acceptance for 90 days from the specified deadline for receipt of proposals. This includes, but is not limited to, prices, terms and conditions, service levels, and all other information. If your organization is selected, all information contained in this document and the negotiation process are contractually binding.

Once the award is issued, it will include a payment schedule with the deliverables specified above.

VIII. Restrictions

This request for proposals does not constitute a commitment to award a contract, to pay costs incurred in preparing a response to this request, or to purchase or contract for services or supplies. Heifer reserves the right to fund all or part of the proposals submitted and reserves the right to accept or reject, at its sole and



entire discretion, any proposal received in response to the Request for Proposals. Intellectual Property

IX. Intellectual Property

Section 10.1. Ownership in General. Subject to Section 8.2 below, all 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 the Contractor or its employees or agents in connection with the Services and/or the Goods (collectively, the “Work Product”) shall be the exclusive property of HPI. Upon request, the Contractor shall sign all documents and take all necessary steps to confirm or perfect HPI’s exclusive ownership of the Work Product.

Section 10.2. Prior Intellectual Property. Any intellectual property owned by a party prior to the effective date (“Prior Intellectual Property”) remains the exclusive property of that party. With respect to any Prior IP of the Contractor included in the Work Product, the Contractor retains ownership thereof and hereby grants HPI a perpetual, non-exclusive, royalty-free, worldwide, and irrevocable right and license to use, copy, reproduce, publicly display, modify, revise, perform, and distribute such intellectual property, in any format or medium whatsoever, in connection with the Work Product.

Section 10.3. Work Made for Hire. To the extent that copyright laws apply to the Work Product, the parties agree that (a) HPI has specifically commissioned or sponsored the Work Product, (b) the Work Product is a “work made for hire” within the meaning of U.S. copyright laws, and (c) HPI shall be deemed the author thereof and shall hold all rights, title, and interest therein. To the extent that such rights, in whole or in part, are not vested in HPI as a “work made for hire,” the Contractor irrevocably grants, assigns, and transfers to HPI, exclusively and in perpetuity, all of the Contractor’s rights of any kind, known or unknown, in and to the Work Product, and HPI shall be the sole and exclusive owner of all rights therein and in its components, including, but not limited to, all related, ancillary, subsidiary, and adaptation rights. The Contractor hereby waives all rights known as “moral rights” and all similar rights it may have in connection with the Work Product. The description of the Services and/or Goods provided in this Agreement does not in any way limit how HPI may use the Work Product.

X. Applicable Regulations

Bidders must be legally registered to conduct business in Senegal or comply with applicable local laws, including, but not limited to, labor laws, financial requirements, taxes, etc.