

**REQUEST FOR PROPOSAL**  
**KLMP LEARNING DOCUMENTATION CONSULTANCY**

Release Date :	Tuesday 6th January 2026
Submission Deadline :	Monday 26th January 2026
Question/ Inquiry Submission Deadline :	Tuesday 20th January 2026
Electronic submission to the attention of:	Procurement Kenya
Electronic submission :	<a href="mailto:procurement-ke@heifer.org">procurement-ke@heifer.org</a>
Contact information for inquiries about this request for proposal	<a href="mailto:procurement-ke@heifer.org">procurement-ke@heifer.org</a>

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<b>Name of Project:</b>	Kenya Livestock Marketing and Resilience Project (KLMP)
<b>Agresso Work order:</b>	KE0864HIKE00
<b>Country:</b>	Kenya

## **1. Background**

### About Heifer International

Heifer International is a global nonprofit organization that aims to end hunger and poverty while promoting environmental sustainability by working with agriculture development and engaging smallholder farmers. Since it was founded in 1944, Heifer has worked in 19 nations across Africa, Asia, and the Americas, and directly and indirectly impacted 52.6 million households. In the last 50 years in Africa, Heifer has collaborated with rural communities to build local economies and ensure self-reliance through Values-Based Holistic Community Development (VBHCD), appropriate technologies, and agriculture resources. Through an international effort to eradicate the living income deficit for 10 million families by 2030, Heifer has its vision to reach 6 million smallholder farmers in Africa—two million of them in Kenya—through the formation of strategic partnerships, the opening of markets, investment in high-impact value chains, and leveraging innovation and technology to bring about transformative, sustainable change.. More information about Heifer is available at: [www.heifer.org](http://www.heifer.org)

### Heifer International Kenya Country Program

Heifer International launched its Kenya Country Program in 1981 and has just rolled out its Signature Program, "Practice for Change (P4C)," whose objective is to empower 625,000 smallholder farmers to sustain a living income. The program aims to achieve inclusive economic growth and systemic transformation of increasing farmer-owned institutions, agricultural productivity, profitability of agri-enterprises, and access to sustainable markets. P4C focuses on major agricultural value chains such as dairy, red meat, poultry, and horticulture to attain these goals.

Consistent with the P4C strategic priorities, interventions by Heifer Kenya focus on five outcome areas: food and nutrition security, income and asset creation, environmental sustainability, women's empowerment, and social capital. Heifer Kenya equips smallholder farmers with technical competencies in productive and diversified farming technologies, links them to competitive value chains, and promotes climate-smart agriculture. Women are empowered to take leadership roles and become financially independent through savings, credit operations, and literacy. Heifer also fosters community development through its Values-Based Holistic Community Development (VBHCD) model, which involves extensive training in entrepreneurship, cooperative building, book-keeping, and financial management.

### Overview of Kenya Livestock Marketing and Resilience Project

The Kenya Livestock Marketing and Resilience project (KLMP) is part of the Heifer Project International Kenya (HPIK) Signature Program, Practice for Change. Implementation of the project is in 9 Counties across Kenya, namely: Kajiado, Isiolo, Busia, Kakamega, Nandi, Uasin Gishu, Trans-Nzoia, Nakuru and Bungoma. The overall goal of KLMP is to strengthen the production and marketing systems for improved livelihoods and resilience among 38,000 poultry and red meat-producing households, moving them towards achieving a living income of USD 4,331 annually by 2026. The KLMP project will contribute to Heifer Project International's Vision 2030, which aims

to support 10 million smallholder farmers globally to achieve sustainable living income by 2030, through activities focused on strengthening production and marketing systems.

The KLMP project provides Heifer International Kenya the opportunity to expand into the red meat value chain in the Arid and semi-Arid lands (ASALs) while deepening Heifer's interventions in the Lake Basin Economic Block (LBEB), targeting the poultry value chain with the highest impact among the smallholder farmers, youth, and women. The poultry value chain has been identified as one of the dominant value chains in the region through consultations with the respective county governments and stakeholders in the LREB.

The KLMP objectives include:

- Strengthening production systems for improved resilience and livelihoods
- Strengthening market systems, infrastructure, and business relationships
- Pastoralists, agro-pastoralists and partner institutional capacities strengthening for natural resources management (NRM) and conservation.

## **2. Objectives of the Assignment**

Heifer Kenya seeks to hire a local individual or consulting firm to record, synthesize, and share learning achieved during the implementation of the KLMP project. Heifer International in Kenya aims to deliver high-quality learning products which will present technical learning in an understandable manner, including perspectives of all stakeholders. The learning will be applied for adaptive management of programs, scaling, and sustainability strategies, engaging with donor partners, and shaping policies.

### **Strategic learning orientation**

This consultancy is informed by the KLMP Strategic Learning Agenda, which emphasizes learning about the role of systems-level interventions in achieving resilient livelihoods based on livestock. Learning themes identified in a high-level view of learning agendas are considered in this project with three themes being equally relevant.

First, it will look at market systems development, where it will focus on the role of KLMP project in ensuring climate-resilient, inclusive, and sustainable poultry and livestock market systems. Secondly, it will look at empowerment of women and youth, where it will focus on the level of participation of women and youth in leading and benefiting from livestock and poultry value chains and how project impacts affect such outcomes. Third, it will look at influence in policy and systems resilience, where it will focus on how projects have impacted market governance, climate, and sustainability.

In all themes of learning, cross-cutting dimensions concerning gender equality and social inclusion, youth, and climate resilience will be incorporated by this consultancy.

## **3. Scope of Work and Key responsibilities of the Consultant**

The Consultant will be involved in learning documentation and synthesis work. This will include an analysis of KLMP project documents, learning studies, monitoring and evaluation information, project reports, and learning documents related to policies and other relevant matters. The Consultant will work in close collaboration with the Heifer International KLMP and MEL team in learning priority refinement, learning focus area identification, and learning documentation tool design.

The Consultant will undertake qualitative learning activities in the identified counties, such as key informant interviews, focus group discussions, and direct observation with

participants, partners, and other stakeholders in the market systems. Based on qualitative and quantitative information, the consultant will make sense of this information in terms of developing learning narratives and case studies, among others, which will show systems change, results of inclusion, and resilience impact.

Further, learning products targeting different audience groups such as in-programme teams, donor agencies, county governments, and development partners will be provided by the Consultant, with support in validation and reflection exercises to ensure accuracy and relevance of learning recorded.

#### **4. Consultant Tasks and Deliverables**

The Consultant will be expected to submit an inception report which will evidence a good grasp of the task and a proposed methodology, learning focus, and work plan. The major deliverable under this consultancy will be an integrated learning documentation toolkit, including learning synthesis reports, case studies, and people-centred impact stories all of which will be synchronized with the KLMP Strategic Learning Agenda. The consultant is also expected to facilitate the learning workshop capturing key insights and generate a learning report.

The Consultant will deliver final compiled learning materials that are edited and if visual, make sense and can be shared and used by Heifer International Kenya and its partners.

#### **Method**

The Consultant will be expected to work using a learning approach which involves a mixed-methodology strategy conducted through a combination of desk review, qualitative learning in the field, and systems analysis. The methodology will be expected to be participative, and the Consultant will need to be mindful of gender, youth, and inclusion principles in their work."

#### **Management and Coordination**

The Consultant will be under the direct supervisory role of the MEL manager through consultations with KLMP Programme Manager, in collaboration with Project Officers, and market actors to access information, sites, and stakeholders. Technical support will be offered by Heifer International during this task.

#### **Duration and Level of Effort**

The consulting work is to be accomplished within a stipulated time frame of three (3) weeks after the date of signing of this contract. A detailed time frame will be established in the inception stage and will be mutually agreed upon by both parties concerned.

#### **Responsibilities of Heifer International**

Heifer International will make available to the Consultant project documents relevant to their work and arrange for them to meet key stakeholders. They will also offer support in project coordination at both county and community levels and will provide overarching supervision and control of quality. Where applicable, Heifer International will cover all approved field expenditures in connection with this project.

#### **5. Competencies of the Lead consultant**

- The Consultant will be required to have a degree in Development Studies, Agriculture, or related work in animal economics, monitoring and evaluation, communication, among others.
- At least five to ten years of work experience in learning documentation, evaluation, or knowledge management.

- Demonstrate and have a good understanding of market systems and resilience programs, with a basis in gender, youth, and climate programs.
- Experience in highly analytical learning environment and communicative with a background in working with international development institutions.
- Evidence of success in completing similar evaluations in terms of size, design and rigor (at least 3 recommendation/completion letters).
- Strong knowledge of the Kenyan development context, especially in the development sector.

## **6. Proposal Requirement**

### **a). Administrative Requirements:**

The bid documents must include the following administrative documents at a minimum.

- Company Registration Documents. Certificates/licenses issued by the appropriate agency of government where applicable or updated curriculum vitae of individuals submitting proposals.
- Valid Tax Clearance Certificate issued by the regulatory authority (KRA)
- Any other Certificates that can support the proposal

### **b). Technical and financial proposal:**

The Consultant should incorporate a technical proposal detailing their understanding of the task and a financial proposal with a breakdown of their costs in Kenyan Shillings. Additionally, they are supposed to include an updated resume, samples of their work, and names and contacts of at least three references.

## **7. Evaluation of Proposals:**

Technical proposals will be evaluated according to the following criteria:

<b>Evaluation Criteria</b>		<b>Weighting (%)</b>
Specific experience of the Consultant/firm	Demonstrated good understanding of the scope of work. Accuracy and relevance of the technical proposal to the scope of work and terms of reference.	30
	Demonstrated knowledge, previous exposure, and technical experience in knowledge and learning management.	20
Quality of Team	Qualifications and skills of lead consultant: demonstration of knowledge and experience at least 5 years and the quality of the CV.	10
	Quality of proposed team: The team must demonstrate knowledge and experience (at least 5 years) in the different learning and knowledge management areas highlighted in the scope of work.	10

Methodology & Approach	Quality of proposed technical approach and flow of the approaches	10
	Quality of work plan and project management provisions proposed to mitigate risks. Creativity of approach to deliver quality work within the timelines specified.	20
<b>Total for Evaluation</b>		<b>100%</b>

## 8. Proposal submission requirements

The technical and financial proposals should be submitted separately in PDF format. **“Please note that proposals submitted via a link will not be considered.”**

Proposals (both technical and financial) must be submitted by email to [procurement-ke@heifer.org](mailto:procurement-ke@heifer.org) with clear subject line: **“(KLMP LEARNING DOCUMENTATION CONSULTANCY) and submitted by 26<sup>th</sup> January 2026.**

## 9. Late submissions and verification

Proposal received after the submission deadline will not be considered. Bidders are responsible to ensure their proposals are submitted according to the instructions herein. Heifer retains the right to terminate this RFP or modify the requirements upon notification

to the bidders. Written inquiries may be made and should be directed to the following email [procurement-ke@heifer.org](mailto:procurement-ke@heifer.org) with copy to [peter.omollo@heifer.org](mailto:peter.omollo@heifer.org)

## 10. Validity of Proposals

Proposals submitted shall remain open for acceptance for 60 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.

## 11. 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.

## 12. Intellectual Property

**Section 1. Ownership Generally.** Subject to Section 8.2 below, 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 HPI. Upon request, Contractor shall sign all documents and take any, and all actions necessary to confirm or perfect HPI's exclusive ownership of the Work Product.

**Section 2. 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, Contractor shall retain ownership, and hereby grants HPI a permanent, non-exclusive, 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.

**Section 3. Work Made for Hire.** To the extent copyright laws apply to the Work Product, the Parties agree that (a) HPI specially ordered or commissioned the Work Product, (b) the Work Product is a "work made for hire" under United Countys copyright laws, and (c) HPI shall be deemed the author thereof and shall own all right, title, and interest therein. To the extent such rights, in whole or in part, do not vest in HPI as a "work made for hire", Contractor hereby irrevocably grants, assigns, and transfers to HPI, exclusively and in perpetuity, all of Contractor's rights of any kind or nature, now known or hereafter devised, in, to, and in connection with the Work Product, and HPI shall solely and exclusively own any and all rights therein, and in the elements thereof, including but not limited to any and all allied, ancillary, subsidiary, incidental, and adaptation rights. Contractor hereby waives all rights known as "moral rights", and any similar rights, which Contractor may have in connection with the Work Product. The description of Services and/or Goods provided in this Agreement shall in no way limit the way HPI may use the Work Product.