



**REQUEST FOR PROPOSAL MEL AUTOMATION-DATABASE DEVELOPMENT API
DEVELOPMENT FOR INTERGRATION TO POWER BI**

Project/Activity Name:	DATABASE DEVELOPMENT -API DEVELOPMENT FOR INTERGRATION TO POWER BI
Agresso Work Order:	KE0000HIKE20
Country:	KENYA

REQUEST FOR PROPOSAL - 20251008KE

MEL AUTOMATION- DATABASE DEVELOPMENT

RFP Release Date:	Thursday 9 th October 2025
RFP Submission Deadline:	Wednesday 29 th October 2025
Question/ Inquiry Submission Deadline:	Wednesday 22 nd October 2025
Electronic submission to the attention of:	Procurement Kenya
Electronic submission:	procurement-ke@heifer.org
Contact information for inquiries about this RFP:	procurement-ke@heifer.org
Performance Period:	November 2025 to December 2025



1. INTRODUCTION

Heifer International is an international nonprofit organization committed to the eradication of hunger and poverty through the support of smallholder farmers and rural communities to establish sustainable livelihoods. Since its founding in 1944, Heifer has partnered with farm households across the globe to increase food security, incomes, and environmental stewardship.

In Kenya, Heifer has remained a consistent partner to smallholder farmers, with a focus on building agricultural value chains, climate-resilient agriculture practices, and market access for sustainable markets. Its signature programs in dairy, poultry, and regenerative agriculture have empowered farmers to increase productivity, improve diets within their households, and tap into more stable sources of income. Heifer Kenya also places significant emphasis on building farmer cooperatives, enhancing women and youth participation, and leveraging technology for inclusive development.

Monitoring, Evaluation, and Learning (MEL) are central to the achievement of these outcomes. Heifer Kenya requires MEL systems that not only supply timely information for donor reporting but also enable evidence-based decision-making and adaptive management. A large percentage of the MEL process today depends on siloed or semi-manual systems for gathering, processing, and reporting data, which ultimately delays timely decision-making.

To address these challenges, Heifer Kenya seeks to have an end-to-end automated MEL system consisting of mobile data collection using Survey CTO, automated Sync to Survey CTO Server, data processing and safe storage in Microsoft Azure, aggregation through a Datamart based at the center, and automated reporting using interactive Power BI dashboards and integrated with IPMS (Integrated Program Management System) via the “Insights” Tab. This system will enable tracking in real time of agricultural interventions, track performance in key value chains such as dairy and poultry and provide managers and technical personnel with the insights required to make effective programmatic decisions.

2. PURPOSE AND OBJECTIVES OF ASSIGNMENT

The objective of this consultancy is to support Heifer Kenya in designing, implementing, and institutionalizing an automated MEL system to capture and analyze agriculture program data in real-time and to build the internal capacity of the MEL and program staff to maintain and scale the system.

The specific objectives of the consultancy are to:

- i. Assess existing MEL systems and workflows of Heifer Kenya's agricultural programs with particular emphasis on value chains such as dairy, poultry, and climate-resilient agriculture.
- ii. Develop and implement an end-to-end data architecture that includes Survey CTO, Survey CTO Server, Microsoft Azure, Datamart, and Power BI.
- iii. Configure Survey CTO forms and synchronization protocols to enable standardized, high-quality mobile data collection, with utilization in tracking productivity, performance, and adoption of climate-smart practices within the targeted value chains.
- iv. Implement automated data ingestion, transformation, and storage processes in Azure to Heifer's global standards of security and accessibility.
- v. Develop a Datamart tailored to Heifer Kenya's indicators captured in the Practice for Change (P4C) Signature Program, with interface to project specific inflows.



- vi. Create Power BI dashboards that show program managers, MEL staff, and senior leadership real-time insights into agricultural productivity, farmer adoption rates, cooperative growth, and household nutrition outcomes.
- vii. Build the ability of Heifer Kenya's teams to operate, maintain, and scale the system through formal training, mentorship, and documentation.

3. SCOPE OF WORK

The consultant will complete this assignment using a structured and phased approach.

- i. At the diagnostic phase, the consultant will evaluate the existing MEL tools, workflows, and data management practices within Heifer Kenya's Agri-programs. The evaluation will verify what data is currently being gathered from farmers, cooperatives, and field staff, and how this is cascading through reporting. Specific attention will be paid to climate-smart agriculture, dairy, and poultry data streams. The consultant will then develop a system design document tracing the pipeline of data from field to decision.
- ii. During the setup in Survey CTO, the consultant will normalize and optimize mobile data collection tools so that they become specifically suitable for agricultural surveillance. They may include forms for livestock productivity (calving schedules, milk production), poultry management (herd sizes, egg layers), and regenerative agriculture (tree planting schedules, conservation measures for soil). High-level validation rules, skipping logic, and error detection will be applied, along with automated synchronization with Survey CTO Server.
- iii. The Azure pipeline phase will involve the development of automated data pipelines securely taking raw survey data from Survey CTO Server into Microsoft Azure. The consultant will develop staging areas for raw data, implement cleaning and transformation operations, and establish structured relational databases. User access procedures will be developed to ensure compliance with data protection needs and, in the process, allow for different levels of staff members who access data they need.
- iv. During Datamart development, the consultant will create a harmonized Datamart that is aligned with Heifer Kenya's agriculture outcomes and indicators. Datamart will hold aggregated datasets on household incomes, dairy and poultry productivity, cooperative performance, and climate-smart agriculture adoption. It will serve as the hub for reporting and decision-making where one can easily extract structured and validated data for analysis.

The Power BI phase will focus on building auto-generated dashboards that pull data directly from Datamart. The dashboards will be built to address multiple types of audiences:

- i. Program managers will use them to track progress against activity indicators and targets.
- ii. MEL staff will use them for tracking trends and data quality validation.
- iii. Senior leadership will rely on them for strategic tracking, including country-level goals, progress toward and donor commitments.
- iv. The dashboards will also facilitate disaggregation by age, gender, county, and cooperative to guide adaptive management through actionable findings. An example would be that dashboards can spot trends in dairy productivity within specific cooperatives, or adoption levels of regenerative practices by counties.



- v. Finally, during capacity building and handing over, the consultant will empower Heifer Kenya staff to utilize and maintain Survey CTO, Microsoft Azure, the Datamart, and Power BI dashboards. This will include formal workshops, hands-on mentoring, and provision of detailed documentation such as system user guides, a standard data dictionary, and maintenance procedures. The consultant will also provide limited post-deployment support to ensure that the system is operating satisfactorily, and staff are comfortable operating it independently.

4. EXPECTED DELIVERABLES

- i. An inception report detailing the methodology, timelines, and system design blueprint.
- ii. Standardized Survey CTO questionnaires and set-up Survey CTO Server with built-in data validation.
- iii. A functional Azure-based data pipeline with supporting documentation.
- iv. A Datamart centralized Practice for Change (P4C) indicators.
- v. Dynamic Power BI dashboards tailored for program staff, MEL staff, and management requirements.
- vi. Staff training with user manuals, system procedures, and standard data dictionary.
- vii. End-of-process report summarizing the process, lessons learned, and plan for sustainability and scale-up.

5. CONSULTANTS PROFILE

The assignment should be undertaken by an individual, (or firm) with strong expertise in data science, information systems or monitoring an evaluation. The ideal lead consultant or team of consultants should meet the following qualifications:

- The ideal consultant will have one or more qualifications in Data Science, Information Systems, or Monitoring and Evaluation.
- Minimum of five years of relevant experience in automating MEL systems.
- The consultant should have demonstrable experience in Survey CTO, Microsoft Azure, Datamart design, and Power BI dashboard development.
- Experience in agricultural or livelihood programs in the international development environment, and expertise in smallholder systems, cooperatives, and value chain programming.
- A high-level facilitation and capacity building competence and understanding of Kenya's data governance requirements and donor reporting requirements are necessary.

6. EVALUATION CRITERIA

The selection committee will evaluate all proposals based on the following criteria. Bidders are encouraged to provide detailed and specific responses in alignment with the criteria.

Proposal Evaluation Focus	Percentage (%)
Understanding of the scope of work	20
Automation approach and methodology	40



Relevant experience in their respective role in the assignment backed by summarized CVs -Automation of MEL systems	30
Statutory compliance and Budget justification /costs realism	10
Total	100%

7. APPLICATION REQUIREMENTS

Legally registered local individuals or firms are eligible to apply. Applicants must submit the following documents as part of their application:

- i. Letter of expression of interest and demonstration of capability to conduct the assignment.
- ii. The capacity and portfolio of the consultant/firm including their qualifications, experience, and expertise relevant to the assignment.
- iii. At least three references from clients for which similar assignments undertaken by consultant with contact information for each.
- iv. A clear and comprehensive work plan (draft), outlining the major activities and schedule.
- v. **Financial proposal** – Individual/firm cost proposal in **KES** for this assignment based on the workplan. The cost should indicate the all-inclusive fixed total contract price, supported by a breakdown of all the cost. The submissions must include the following documents with their bid or proposal to Heifer International Kenya
 - Certificate of Incorporation or Business Registration Certificate if relevant
 - KRA online PIN Certificate.
 - Valid Tax Compliance Certificate.
 - Updated Curriculum Vitae (*For individuals*)

8. APPLICATION PROCEDURE

The proposal (duly signed) from the consultant should comprise the technical and financial proposals. Applications will be accepted in soft copy through email and mentioning the subject line; “**MEL AUTOMATION**” to procurement-ke@heifer.org on or before **Wednesday 29th October 2025**.

9. LATE SUBMISSIONS AND MODIFICATIONS

Proposals received after the submission deadline will not be considered. Applicants are responsible for ensuring their proposals are submitted according to the instructions stated herein. Heifer retains the right to terminate this RFP or modify the requirements upon notification to the applicants.

10. ETHICAL CONSIDERATIONS

The consultant will make sure that they adhere to Heifer International's research and data privacy and safeguarding, ethical research policy. Every step of data collection and handling should ensure confidentiality, informed consent, and compliance with organizational and Kenyan data protection standards.

11. VALIDITY OF PROPOSALS

Proposals submitted shall remain open for acceptance for Thirty (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 is contractually binding.



12. 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 to 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 because of the RFP.

13. INTELLECTUAL PROPERTY

Section 1. Ownership Generally. Subject to Section 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, the Contractor shall sign all documents and take 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 before 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 States 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 the Contractor's rights of any kind or nature, now known or hereafter devised, in, too, and in connection with the Work Product, and HPI shall solely and exclusively own any rights therein, and in the elements thereof, including but not limited to any allied, ancillary, subsidiary, incidental, and adaptation rights. The 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.

14. DIVERSITY AND INCLUSION

Heifer International values diversity, equity, inclusion and belonging ("DEIB"), and believe that effectively accessing and managing diverse talent leads to improved outcomes. HPI takes a broad view of diversity, and inclusive of varied backgrounds including, but not limited to, age, experience, race, ethnicity, sexual orientation, gender, gender identity, disability status, national origin, and culture. HPI expect third-party providers to respect and reflect HPI's value of DEIB. HPI's ongoing monitoring of third-party service providers incorporates an assessment of vendors' commitment to, adherence with, and track record of accessing and retaining diverse and inclusive workforces.