



TERMS OF REFERENCE

**NAME OF PROJECT: PRIVATE SECTOR LED AGRICULTURE
TRANSFORMATION INITIATIVE IN POLICY, PUBLIC PRIVATE DIALOGUE
AND INSTITUTIONAL CAPACITY STRENGTHENING**

**CALL FOR EXPRESSION OF INTEREST: REVIEW AND DEVELOP A STRATEGIC PLAN
FOR THE AGRICULTURE SECTOR NETWORK**

Closing date: 30/10/2024

Contact:

**The Chief Executive Officer,
Agriculture Sector Network (ASNET)
P.O Box 46826 -00100
Nairobi, Kenya
Email: info@asnet.or.ke**

1. About ASNET

ASNET is the umbrella body of the agriculture sector in Kenya. It was formed through a partnership of KEPISA, KNCCI, KAM, SDG Partnership Platform of the United Nations with support from BAF, Elgon Kenya Limited, like-minded business associations, partners and other stakeholders. ASNET membership is drawn from Business associations across all value chains in the agriculture sector, Corporates, MSMEs, Academia & research, NGOs, Finance, Cooperatives and Farmers (both smallholder and large scale).

ASNET's key role is to coordinate agriculture sector actors in Kenya through various mechanisms to engage in policy advocacy and value chain development that promote increased productivity, competitiveness and attracts investments into the agriculture sector.

ASNET's strategic issues are anchored on best practices in organizing and coordinating private sector actors both regionally so as to guide ASNET towards accomplishing its mandate and realizing its overall objective through partnerships in an effort to transform and revolutionize the agriculture sector by focusing on its core functions that include:

- Enhance sector-wide coordination of the often-fragmented agriculture sector
- Lead in policy advocacy for a competitive and enabling business environment
- Capacity building of associations/BMOs in the sector
- Forge greater collaboration and partnership with the national and county governments, development partners, sector associations, international and regional institutions
- Partner with the government to fast-track implementation of sector flagship programs (e.g. ASTGS)
- Support the generation and maintenance of relevant research data.

2. Objective of the Assignment

The primary objective of this assignment is to review the existing strategic plan of the Agriculture Sector Network, assess the current state of the agriculture sector, and develop a new strategic plan 2025-2030 that aligns with the ASNET's mission and the sector's evolving needs.

3. Scope of Work

The consultant will be required to undertake the following tasks:

1. Review of Existing Strategic Plan:

- Analyze the current strategic plan to assess its effectiveness, relevance, and alignment with ASNET's goals.
- Identify gaps, challenges, and successes in the implementation of the current plan.
- Review relevant documents, reports, and performance metrics related to the existing strategic plan.

2. Stakeholder Consultation:

- Conduct consultations with key stakeholders, including ASNET members, government representatives, private sector partners, NGOs, and farmer associations.
- Gather insights on the current challenges, opportunities, and priorities in the agriculture sector.

3. Sectoral Analysis:

- Perform an analysis of the current state of the agriculture sector, including emerging trends, challenges, opportunities, and policy environment.
- Identify key drivers of change and potential areas of growth and innovation within the sector.

4. Development of New Strategic Plan:

- Develop a draft strategic plan 2025-2030 that outlines clear goals, objectives, strategies, and action plans for the Agriculture Sector Network over the next 5 years.
- Ensure the strategic plan is aligned with national and international agricultural policies and frameworks.
- Integrate a monitoring and evaluation framework to track progress and impact of the strategic plan.

5. Presentation and Validation:

- Present the draft strategic plan to ASNET's leadership and key stakeholders for feedback and validation.
- Incorporate feedback and finalize the strategic plan.
- Presentation of the strategic plan to the ASNET Board and ASNET members

4. Deliverables

The consultant is expected to deliver the following:

1. An inception report outlining the methodology, work plan, and timeline for the assignment.
2. A comprehensive review report of the existing strategic plan, including findings from stakeholder consultations and sectoral analysis.
3. A draft strategic plan for the Agriculture Sector Network.
4. A final strategic plan incorporating feedback from the validation process.
5. A monitoring and evaluation framework.
6. A report on the presentation sessions.
7. Presentation during the launch of the Strategic plan to stakeholders

5. Duration of the Assignment

The assignment is expected to be completed within 3 months from the start date.

6. Qualifications and Experience

The consultant should possess the following qualifications and experience:

1. A Master's degree or higher in Agriculture, Agricultural Economics, Development Studies, Strategic Management, or a related field.
2. A minimum of 10 years of experience in strategic planning and development within the agriculture sector.
3. Proven experience in conducting sectoral analyses and stakeholder consultations.
4. Excellent communication, facilitation, and report-writing skills.
5. Familiarity with national and international agricultural policies and frameworks.

7. Application Process

Interested consultants are required to submit the following:

1. A technical proposal detailing the understanding of the assignment, proposed methodology, and work plan.
2. A financial proposal outlining the cost of the consultancy.
3. CV(s) of the consultant(s) involved, highlighting relevant experience.
4. Samples of previous work in strategic planning or related areas.

8. Submission of Proposals

Proposals should be submitted to winnie@asnet.or.ke and copied to info@asnet.or.ke no later than October 30, 2024 at 1700hrs EAT. Only shortlisted applicants will be contacted.

9. Evaluation Criteria

Proposals will be evaluated based on the following criteria:

1. Understanding of the assignment and proposed methodology.
2. Relevant experience and qualifications of the consultant(s).
3. Quality of previous work samples.
4. Cost-effectiveness of the financial proposal.