



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

**CONDUCTING A THREE DAYS TRAINING ON LOBBYING, POLICY ANALYSIS AND
ADVOCACY TO BMOs IN THE AGRICULTURE SECTOR**

Closing date: 28/10/2024

Contact:

**The Chief Executive Officer,
Agriculture Sector Network (ASNET)
P.O Box 46826 -00100
Nairobi, Kenya
Email: ceo@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, BETA Manifesto)
- Support the generation and maintenance of relevant research

2. Objective of the Assignment

The overall objective for this activity is to train and equip ASNET members, mainly the Business Member Organizations (BMOs) and associations in lobbying, policy analysis and advocacy skills.

3. Target groups

The participants will be ASNET members drawn from Business Member Associations (BMOs) in the agriculture sector across all the value chains.

4. Scope of the Assignment

The consultants will be expected to conduct a 3 days' workshop for the ASNET members in Lobbying, policy analysis and advocacy to enhance their skills in the latter

4.1 Specific tasks

- a. Develop training schedule and tools for the training to be delivered;
- b. Develop training manuals/Notes to be used in the delivery of the training.

- c. Generate a consultant report on the Training Needs Analysis in order to prioritize on advocacy capacity-building interventions
- d. Deliver practical training with examples to demonstrate the following:
 - i. Basics of Lobbying, policy analysis and advocacy
 - ii. Evidence based advocacy;
 - iii. Influencing planning, policy processes at County and National levels
 - iv. Generation and dissemination of evidence-based documents (position papers, petition and case studies) to facilitate advocacy and lobbying at different levels.
- e. Share training tools, manual/or curriculum with ASNET prior to the training date;
- f. Deliver the program in a manner that enables learning and application.
- g. Issue training certificate to the participants
- h. Develop and submit comprehensive training report.

5. Expected Outputs/Deliverables

- i. An inception report as per the TORs/scope of work.
- ii. Training schedules, tools and training materials
- iii. Facilitate the training workshop for the selected ASNET members drawn from various BMOs
- iv. A Post training assessment analysis brief.
- v. List of members Trained
- vi. Final comprehensive and quality training report.

5.1 Expected Key results from the Training workshop

- i. Strategic advocacy actions and messages to be pursued in relation to at least two identified pieces of legislations
- ii. Draft Individual BMO Advocacy strategies

6. Roles of ASNET

- Identification, selection and mobilization of beneficiaries to be on-boarded to the project
- Review the training program, manual/curriculum
- Organize the training workshop for the participants; venue and other requirements for the workshop.

7. Approach and Methodology

The consultant will propose the methodology for carrying out this assignment.

8. Submitting Proposals/ Expression of Interest

ASNET is requesting interested consultants to submit proposals to respond to this Terms of Reference. The consultant is expected to demonstrate the skills and experience outlined below (or equivalent):

- i. A Master's degree or equivalent degree in the related field;
- ii. The consultant should have a minimum of 5 years' experience;
- iii. Have a good understanding of the agricultural sector/public policy. Must have similar experience in policy analysis, lobbying and advocacy
- iv. The consultant should demonstrate evidence of previously undertaking a similar assignment (share sample reports and certificates of completion);
- v. Proven track record on working with membership associations;
- vi. Ability to work efficiently and deliver on committed outputs under the assignment within agreed timelines and deadlines.

The proposal should include the following:

- i. A short outline of **the review methodology**;
- ii. A proposed **process and time frame** for the assignment;
- iii. The anticipated **challenges and dependencies likely to** affect the implementation of this assignment and how they intend to go about them;
- iv. A **fee quote** and an estimate for the operational costs; and.
- v. Consultant/s CV.

8.1 Technical Proposal Requirements: The Technical Proposal should include the following details:

- A detailed profile of the consultant(s), demonstrating years of experience in operations as a consultant in the required field;
- Details of a similar assignments
- A description of the proposed approach and methodology including, (i) the individual consultant's understanding of the objectives of the assignment, (ii) the approach to be taken to deliver the services, and (iii), the proposed work plan which includes the main activities of the assignment, their content and duration, milestones and report delivery dates; and.
- Technical capacity of the individual consultant.

8.2 Financial Proposal Requirements: The following are the financial proposal requirements:

- A detailed breakdown of both the proposed fees for the consultancy services.
- All the prices should reflect the different types and utilization of resources as envisaged by the consultant.
- The Financial Proposal should incorporate prices inclusive of all taxes.
- All prices shall be in Kenya shillings.

9. Proposal content

Statutory Requirements: Upon request, the individual consultant should provide all required legal documents as may be required by Kenyan law.

10. Budget and Payment

The consultant will provide a quote whose terms will be negotiated with ASNET including terms of payment upon signing of the contract.

11. Assignment Timeline

The assignment is planned to be undertaken in the last quarter of November, 2024

- **Proposal/Expression of Interest Submission Process and Timeline**
- Proposal/Expression of Interest should be submitted to ceo@asnet.or.ke, and copied to winnie@asnet.or.ke by **28th of October, 2024 at 1700 hours EAT**. Any enquiries before submission of the proposal/EOI should be sent directly ceo@asnet.or.ke latest **24th October, 2024**. Only shortlisted applicants will be contacted.

12. Supervision of consultant

The appointed consultant will be supervised by the Chief Executive Officer of Agriculture Sector Network (ASNET).