TERMS OF REFERENCE FOR
Consultancy services for a needs and market assessment and proposal modelling in Commercialization of the Pyrethrum Sub-sector in Kenya

1. Background
DCA Kenya continues to engage in Market Systems Development Programming in Kenya with a keen interest of enhancing economic and social empowerment of smallholder farmers in Kenya. Towards this end, DCA is seeking a consultancy services to support in a market mapping, analysis and an intervention model design for the Pyrethrum sub-sector focusing on Nakuru, Nyandarua, West Pokot and Elgeyo Marakwet counties.

2. Purpose of the consultancy
The purpose of the consultancy is to undertake
- A comprehensive pyrethrum market systems mapping and analysis that expounds on the framework\(^1\) conditions and impediments limiting growth of the pyrethrum sector in Kenya.
- Generation of an operational model that enhances Job creation for various stakeholders and increased export of pyrethrum products from Kenya.

3. Specific Tasks and deliverables
The tasks include:
Undertake the pyrethrum market systems mapping including challenges and opportunities of all the market players engaged in pyrethrum production (from input supply, financing, legal frameworks, production

1. **Pyrethrum market systems mapping:**
   - Map existing players in the pyrethrum market systems
   - Assess the barriers and drivers hindering growth of the sector at each level of the market system
   - Assess the regulatory framework supporting or limiting the growth of the sector
   - Identify any gaps including regulatory frameworks affecting producers and consumers safety
   - Assess the state and non-state actor’s role in enhancing the growth of the sector.
   - Elucidate on the production barriers limiting productivity and commercialisation of the sector
   - Identify and document the value and volume (current and potential) for the local, county, national, regional and international markets for pyrethrum and pyrethrum products.

2. **Formulate modelling options to catalyse growth in the pyrethrum sector:**
Formulate and detail the pros and cons; as well as indicators of success for at least 3 models that address framework conditions to enhance:
- Improved access to jobs and income-generating activities (Including mapping of supporting employment opportunities such as production and supply of packaging, labelling, storage, transport etc) with a focus for women, youth and individuals from marginalized groups
- Improved framework conditions (in targeted sectors e.g. improved access to finance, improved access to skilled labour, improved access to markets, adherence to labour market regulations, enhanced opportunities for women, youth and other vulnerable groups, optimisation of environmental sustainability, health and safety concerns for both producers and consumers

\(^1\) Examples of framework conditions include: access to well-functioning and open markets (e.g. nontariff trade barriers); access to finance for small and medium sized enterprises (not microfinance); access to relevant skilled labour, technology and infrastructure
The deliverables include:

- Pyrethrum market assessment report
- Market Systems development models
- An ideation workshop to review and agree on one operational model (that will include DCA staff, producers, pyrethrum growers’ association of Kenya and any other relevant stakeholder)

4. Methodology.
- The Consultant is expected to respond to this call with a detailed proposed methodology and itinerary which upon successful contracting will be discussed during the inception meeting.
- As the assessment is market and end-user oriented with a special focus on commercial viability, meetings with following are expected: Producers, Producer Co-operatives and associations, Processors, Pyrethrin based businesses, Agri-finance entities, State Actors in the pyrethrum sector; Export Council etc.

5. Required qualifications
- Academic:
  - Advanced university degree in marketing, economics, socio-economic development, development planning, financial management or other related fields.
- Professional Experience:
  - Minimum of five years’ experience in livelihood study, value chain study, market study, policy review and development research, financial inclusion and credits, digital tools or similar
  - Proven assessment experiences from similar assignments including participatory assessment methodologies, appreciative enquiry methods, focus group interviews, etc.
  - Demonstrable experience of engaging with and networks amongst the private sector in Kenya including the financial sector
  - Proven experience from NGO-based development assistance in the HoA and Kenya is an added advantage.

6. Deliverables and Schedule

   Suggested timeline
   The envisaged assessment period is 15 days during the month of July 2020 including preparation, start-up meeting with DCA, field work, travel, and report writing.

   Reports
   The final assessment report shall be delivered on or before 23rd July 2020, and a specified format will be shared with the successful bidder. Failure to comply with this format is considered breach of these Terms of Reference.

   Throughout the assessment process, DCA should be updated every 3 days on the progress – through an online meeting. This will then be documented post the online meeting an email or half a page would suffice as the progress report supplemented by field notes as relevant.
7. General Terms and Conditions of Consultancy

- Professional fee: The consultant(s) will be paid professional fees in accordance with this TOR and within DCA’s approved rates, which will cover all costs of the consultant including travels, food, accommodation, etc.
- 5% withholding income tax payable to the Government of Kenya (GoK) shall be deducted from the consultants’ fees during payment when relevant.
- A contract will be signed by the consultant(s) prior to commencement of this consultancy which will detail additional terms and conditions of service, aspects on inputs and deliverables.
- Full term of consultancy: document review, field work and report writing should not exceed 20 days.

Other specifics on decision making and resource availability, e.g. logistical support, will be contained in the consultancy contract.

8. Budget and Payment

- The consultant(s) will receive remuneration under the following terms of payment, which will be based on the output of the work and not on the duration that it might take:
- This task is projected to fall within 15 consultancy days
- 30% of the total consultancy value (including withholding tax) shall be paid upon signing of the contractual agreement.
- The remaining 70% (including withholding tax) shall be paid after a final satisfactory report and other outputs are submitted and satisfactorily signed off by DCA.

9. Expression of Interest and Proposal

All expressions of interest should include:

- **Technical Proposal:**
  Brief explanation about the consultants(s) with evidence of previous experience in this kind of work; profile of the consultancy firm to be involved in undertaking the consultancy; understanding of the TOR, the task to be accomplished as well as draft consultancy framework and plan and at least three referees.

- **Financial Proposal:**
  The financial proposal should provide cost estimates for services rendered including daily consultancy fees related to the consultants excluding accommodation and living costs; transport cost, stationeries, and supplies needed for data collection; costs related to persons that will participate from partners and government officers.

10. Expression of Interest:

Interested consulting firms should submit, by email, a technical and financial proposal for this consultancy by 5th July 2020. This task is expected to take place within the month of July 2020.

11. Contact persons:

In case of any questions, or need for clarification, please write to:
Patrick Kibuku, Head of Program: patrick.kenya@dca.dk

12. All applications to send on this email address not later than 5th July 2020: gewa@dca.dk