# Invitation to Tender

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| Tender Name**:** Market Research and GIS Consultancy | | **Tender No:**  MC-AG/NBO/051/MSA/ 2022-24 |
| Location: **Nairobi, Kenya** | Correspondence Language(s): **English** | |
| Brief Summary Description of Project: Mercy Corps is looking to engage a firm to provide consultancy services in Market Research and GIS. | | |

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| **Tender Package Available from:**  **7th February 2022** | **Tender Package Pickup Location:**  [**www.mercycorpsagrifin.org**](http://www.mercycorpsagrifin.org) **,** [**https://www.mercycorps.org/tender**](https://www.mercycorps.org/tender) **or Interested bidders can submit a request for the tender documents to this email address ‘**[**agrifinprocurement@mercycorps.org**](mailto:agrifinprocurement@mercycorps.org) |
| **Deadline for Offer Submission:**  **21st February 2022** | **Submit Offers to:**  **The Tender box at**  **Mercy Corps Kenya**  **ABC Place, Block A, 3rd floor**  **OR Via Email to:** [**tenders@mercycorps.org**](mailto:tenders@mercycorps.org) |

*Mercy Corps reserves the right to accept or reject any late offers*

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| **Questions and Answers (Q&A)** | |
| If any, Submit Questions in writing to: [www.mercycorpsagrifin.org](http://www.mercycorpsagrifin.org) or <https://www.mercycorps.org/tender> | |
| Last Day for Questions:  **14th February 2022** | Questions will be answered by:  **16th February 2022** |
| Questions will be answered through: ***All prospective bidders will access consolidated questions and answers on these******websites***[*https://www.mercycorps.org/tender*](https://www.mercycorps.org/tender) *and*[*www.mercycorpsagrifin.org*](http://www.mercycorpsagrifin.org)***by 16th February 2022 at 5.00 PM pacific time*** | |

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| **Documentation Checklist** | |
| These documents are contained within this tender package: | * Invitation to Tender * General Conditions for Tender * Criteria and Submittals * Price Offer Sheet * Supplier Information Form * Scope of Work * Sample Contract |

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# General Conditions for Tender

Mercy Corps invites proposals for the goods, services and/or works described and summarized in these documents, and in accordance with procedures, conditions and contract terms presented herein. Mercy Corps reserves the right to vary the quantity of work/materials specified in the Tender Package without any changes in unit price or other terms and conditions and to accept or reject any, all, or part of submitted offers.

**2.1 Mercy Corps’ Anti-Bribery and Anti-Corruption Statement**

**Mercy Corps strictly prohibits**:

* *Any form of bribe or kickback in relation to its activities*

This prohibition includes any *request* from any Mercy Corps employee, consultant or agent for anything of value from any company or individual in exchange for the employee, consultant or agents taking or not taking any action related to the award of a contract or the contract once awarded.  It also applies to any *offer* from any company or individual to provide anything of value to any Mercy Corps employee, consultant or agent in exchange for that person taking or not taking any action related to the award of the contract or the contract.

* *Conflicts of interests in the awarding or management of contracts*

If a company is owned by, whether directly or indirectly, in whole or in part, any Mercy Corps employee or any person who is related to a Mercy Corps employee, the company must ensure that it and the employee disclose the relationship as part of or prior to submitting the offer.

* *The sharing or obtaining of confidential information*

Mercy Corps prohibits its employees from sharing, and any offerors from obtaining, confidential information related to this solicitation, including information regarding Mercy Corps’ price estimates, competing offerors or competing offers, etc.  Any information provided to one offeror must be provided to all other offerors.

* *Collusion between/among offerors*

Mercy Corps requires fair and open competition for this solicitation.  No two (or more) companies submitting proposals can be owned or controlled by the same individual(s). Companies submitting offers cannot share prices or other offer information or take any other action intended to pre-determine which company will win the solicitation and what price will be paid.

* *Any form of exploitation, abuse, human trafficking or internal sexual misconduct*

Mercy Corps requires its partners to adhere to its Safeguarding policies including the its policies on Child Safeguarding, Prevention of Sexual Exploitation and Abuse of Beneficiaries and Community Members, Anti-Trafficking and Sexual Misconduct (available at https://www.mercycorps.org/who-we-are/ethics-policies). Companies will be expected to ensure that they have the capacity to abide by these policies, that their employees and subcontractors understand these policies, and that they communicate to its employees and subcontractors the duty to report any violation or suspected violation. Mercy Corps will not engage with a company that is found to be in violation of these policies.

Violations of these prohibitions, along with all evidence of such violations, should be reported to:

[**http://mercycorps.org/integrityhotline**](http://mercycorps.org/integrityhotline)

Mercy Corps will investigate allegations fully and will take appropriate action.  Any company, or individual that participates in any of the above prohibited conduct, will have its actions reported to the appropriate authorities, will be investigated fully, will have its offer rejected and/or contract terminated, and will not be eligible for future contracts with Mercy Corps. Employees participating in such conduct will have his/her employment terminated.

Violations will also be reported to Mercy Corps’ donors, who may also choose to investigate and debar or suspend companies and their owners from receiving any contract that is funded in part by the donor, whether the contract is with Mercy Corps or any other entity.

**2.2 Tender Basis:**

* All offers shall be made in accordance with these instructions, and all documents requested should be furnished, including any required (but not limited to) supplier-specific information, technical specifications, drawings, bill of quantities, and/or delivery schedule. If any requested document is not furnished, a reason should be given for its omission in an exception sheet.
* No respondent should add, omit or change any item, term or condition herein.
* If suppliers have any additional requests and conditions, these shall be stipulated in an exception sheet.
* Each offeror may make one response only.
* Each offer shall be valid for the period of [180 days] from its date of submission.
* All offers should indicate whether they include taxes, compulsory payments, levies and/or duties, including VAT, if applicable.
* Suppliers should ensure that financial offers are devoid of calculation errors. If errors are identified during the evaluation process, the unit price will prevail. If there is ambiguity on the unit price, the Selection Committee may decide to disqualify the offer.
* Any requests for clarifications regarding the project that are not addressed in written documents must be presented to Mercy Corps in writing. The answer to any question raised in writing by any offeror will be issued to that offeror. In some cases Mercy Corps may choose to issue clarifications to all offerors. It is a condition of this tender that no clarification shall be deemed to supersede, contradict, add to or detract from the conditions hereof, unless made in writing as an Addendum to Tender and signed by Mercy Corps or its designated representative.
* This Tender does not obligate Mercy Corps to execute a contract nor does it commit Mercy Corps to pay any costs incurred in the preparation and submission of proposals. Furthermore, Mercy Corps reserves the right to reject any and all proposals, if such action is considered to be in the best interest of Mercy Corps.

**2.3 Supplier Eligibility**

Suppliers may not apply, and will be rejected as ineligible, if they:

* Are not registered companies
* Are bankrupt or in the process of going bankrupt
* Have been convicted of illegal/corrupt activities, and/or unprofessional conduct
* Have been guilty of grave professional misconduct
* Have not fulfilled obligations related to payment of social security and taxes
* Are guilty of serious misinterpretation in supplying information
* Are in violation of the policies outlined in Mercy Corps Anti Bribery or Anti-Corruption Statement
* Supplier (or supplier’s principals) are on any list of sanctioned parties issued by; or are presently excluded or disqualified from participation in this transaction by: the United States Government or United Nations by the United States Government, the United Kingdom, the European Union, the United Nations, other national governments, or public international organizations.

Additional eligibility criteria, if applicable, are stated in section 3.2 of this tender package.

**2.4 Response Documents**

Offerors can either utilize the response documents contained in this tender package to submit their offer or they can submit an offer in their own format as long as it contains all the required documents and information specified by this tender.

**2.5 Acceptance of Successful Response**

Documentation submitted by offerors will be verified by Mercy Corps. The winning offeror will be required to sign a contract for the stated, agreed upon amount.

**2.6 Certification Regarding Terrorism**

It is Mercy Corps’ policy to comply with humanitarian principles and the laws and regulations of the United States, the European Union, the United Nations, the United Kingdom, host nations, and other applicable donors concerning transactions with or support to individuals or entities that have engaged in fraud, waste, abuse, human trafficking, corruption, or terrorist activity. These laws and regulations prohibit Mercy Corps from transacting with or providing support to any individuals or entities that are the subject of government sanctions, donor rules, or laws prohibiting transactions or support to such parties.

# Criteria & Submittals

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| **3.1 Contract Terms**  Mercy Corps intends to issue a fixed price contract to one or several company (ies) or organization(s). The successful offeror(s) shall be required to adhere to the statement of work and terms and conditions of the resulting contract. The anticipated contract is incorporated in Section 6 herein. By submitting an offer, offerors certify that they understand and agree to all of the terms and clauses contained in Section 6. |
| **3.2 Specific Eligibility Criteria**  Eligibility criteria must be met and the corresponding supporting documents listed below under “Tender Submittals” **must** be submitted with offers. Offerors who do not submit these documents may be **disqualified** from any further technical or financial evaluation.  Eligibility Criteria:   * The firm must be an eligible business under the applicable laws and regulations of the AgriFin program countries including Kenya, Tanzania, Uganda, Ethiopia & Nigeria * The firm must be in good standing with the taxation or legal authorities of the AgriFin program countries including Kenya, Tanzania, Uganda, Ethiopia & Nigeria * The firm must have a satisfactory record of performance and business ethics based on information available to Mercy Corps * **Additional Criteria**   The firm should be able to operate in required countries as per the SOWs, with great in-country networks/partnerships where applicable |
| **3.3 Tender Submittals**  Documents and required information listed in tender submittals are necessary in order to support the eligibility criteria and to conduct technical evaluations of received offers (and due diligence). While absence of these documents and/or information does not denote mandatory disqualification of suppliers, the lack of these items has the potential to severely and negatively impact the technical evaluation of an offer.  **Documents supporting the Eligibility Criteria:**   * Business Registration Documents * Articles /Memorandum of Association * Tax registration and Compliance documents * Three References from previous work projects (including contact information)   **Documents to conduct the Technical Evaluation and additional Due Diligence:**   * Company Profile, 2-page max * Evidence of similar services offered/ Work concluded within last 5 years (including contact information, contract value, and geographic locations) * Detailed CVs of technical staff including their role, qualification, and experience * Portfolio of similar work * Detailed Technical and Financial Proposal   **Price Offer:**  The Price offer is used to determine which offer represents the best value and serves as a basis of negotiation before award of a contract. No profit, fees, taxes, or additional costs can be added after contract signing. Offerors must show unit prices, quantities, and total price, as displayed in the Offer Sheet in Section 4. All items must be clearly labeled and included in the total offered price.  Offerors MUST include VAT in their offer |
| **3.4 Currency**  Offers should be submitted in: USD  Payments will be made in: USD |

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| **3.5 Tender Evaluation (Trade-Off Selection Method)**  Based on the above submittals, a Mercy Corps Tender Committee will conduct a tender evaluation process. Mercy Corps reserves the right to accept or reject any or all proposals, and to accept the offer(s) deemed to be in the best interest of Mercy Corps. MC will not be responsible for or pay for any expenses or losses which may be incurred by any Offeror in the preparation of their tender.  Evaluations will be conducted as described in the following subsections: |
| **3.5.1 Scoring Evaluation**  ***Trade-Off Method***  Mercy Corps Tender Committee will conduct a technical evaluation which will grade technical criteria on a weighted basis (each criteria is given a percentage, all together equaling 100%). Offeror's proposals should consist of all required technical submittals so a Mercy Corps committee can thoroughly evaluate the technical criteria listed herein and assign points based on the strength of a technical submission.  Award criteria shall be based on the proposal’s overall **“value for money”** (quality, cost, delivery time, etc.) while taking into consideration donor and internal requirements and regulations. Each individual criterion has been assigned a weighting prior to the release of this tender based on its importance to Mercy Corps in this process.  Offeror(s) with the best score will be accepted as the winning offeror(s), assuming the price is deemed fair and reasonable and subject to the additional due diligence in section 3.5.2.  When performing the Scoring Evaluation, the Mercy Corps tender committee will assign points for each criteria based on the following scale:   |  |  | | --- | --- | | **Point** | **Rationale** | | 0 | Not acceptable; has not met any part of the specified criteria | | 1-4 | Has met only some minimum requirements and may not be acceptable | | 5 | Acceptable | | 6-9 | Acceptable; has met all requirements and exceeds some | | 10 | Acceptable; has exceeded all requirements |  |  |  |  |  | | --- | --- | --- | --- | | **Evaluation Criteria** | **Weight**  **(%)** | **Possible Points**  **(1 to 10)** | **Weighted Score** | | **(A)** | **(B)** | **(A\*B)** | | **Unique qualifications** |  |  |  | | Advanced *(Masters)* degree in monitoring and evaluation, statistics, GIS and data analytics, project management, agribusiness, economics or relevant field by individuals or team members in the firm | 5% | 10 | xx | | Work experience in design, implementation and managing of qualitative and quantitative and market surveys and analysis of smallholder farmer behaviors | 10% | 10 | xx | | Demonstrated experience in conducting financial and behavior change research of smallholder farmers | 10% | 10 | xx | | Demonstrated experience and skills in development of learning outputs and participation in organizing and dissemination events | 10% | 10 | XX | | Strong experience in conducting surveys in the agricultural sector and mapping of the relevant actors | 5% | 10 | XX | | Strong experience to conduct research on technological usage, behavior and preference and agribusiness by smallholder farmers | 10% | 10 | xx | | Strong experience on managing socio-economic data and familiarity with Progress out of Poverty Index (PPI) and Pan Africa Media Research Organization (PAMRO) Social Economic indicators | 10% | 10 | xx | | Demonstrated experience on Geo-spatial data collection, analysis and mapping | 10% | 10 | xx | | **Cost of the proposal and terms of payment** |  | 10 | xx | | The pricing is well documented, with the preferred payment schedule and is within the budget | 10% |  |  | | The technical proposal addresses all items requested by AGRIFIN whether verbally, electronically or in the TOR | 10% | 10 | xx | | The proposed fee is reasonable based on the experience, unique value and knowledge the individual/firm brings to the engagement. | 10% | 10 | XX | | TOTAL | **100%** | **XX** | **XX** |  |  | | --- | |  | |
| **3.5.2 Additional Due Diligence**  Upon completion of both the technical and financial evaluations Mercy Corps may choose to engage in additional due diligence processes with a particular supplier or supplier(s). The purpose of these processes is to ensure that Mercy Corps engages with reputable, ethical, responsible Suppliers with solid financials and the ability to fulfill the contract. Additional due diligence may take the form of the following processes (though it is not limited to):   * Reference Checks * Analysis of audited financial statements |

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# Offer Form

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| **Offerors must submit their own independent offer including at least (but not limited to):**   * All documents requested in the “Eligibility Criteria” section of this Tender Package * All documents requested in the “Tender Submittals” section of this Tender Package * All information listed in the “Documents Comprising the Proposal” section below   **All offers must be duly signed (including position and full name of the signer) and stamped, with the date of completion.** |

***Documents Comprising the Proposal***

The following information must be included in the offer of any potential offeror:

* **Cover Letter** explaining interest to be a contracted vendor or supplier, and the details of the Proposal. The content of the cover letter shall include the following information:
* A detailed specification of the offered goods, services and/or works (Proposal)
* Warranty (if necessary and appropriate)
* Delivery time
* Price validity date (for this purpose and as stated on the advertisement, quote given shall remain unchanged for 180 working days)
* A Price Offer detailing the unit price only, using the **Price Offer Sheet** template provided in section 7
* Completed and signed Mercy Corps **Supplier Information Form** (template provided in section 7)
* Other important documents offeror feels need to be attached to support their proposal

The original proposal shall be signed by the offeror or a person or persons duly authorized to bind the offeror to the contract. Financial offer pages of the proposal shall be initialed by the person or persons signing the proposal and stamped with the company seal.

Any interlineations, erasures, or overwriting shall be valid only if they are initialed by the person or persons signing the proposal.

# 5. Scope of Work/Technical Specifications

**5.1 Background**

AgriFin Program currently represents **a $12 million, four-year program working** in **Kenya, Tanzania, Ethiopia and Nigeria**, with potential to expand to other markets (Uganda+). In partnership with the Bill and Melinda Gates Foundation, AgriFin Program seeks to support the expansion of digitally enabled services to 5 million smallholder farmers, delivered by growing ecosystems of diverse service providers and building farmer income, productivity and resilience by 50% while reaching 40% women.

The program’s core innovations are: 1) a **rapid iteration engagement model** to drive innovative, client-centric product development; and 2) our work with **partners to develop “bundles**” of mobile-enabled services offering farmers affordable access to digital financial and market informational services. Our support programming is focused on enabling the following critical areas of innovation, that will follow an ecosystem and market facilitation approach supported through partnership activities and dissemination of evidence-based learning to ecosystem actors following a Market Systems Development (MSD) approach, with a strong gender focus**:**

*•Agricultural Advisory and Smart Farming Solutions, drawing on Climate Smart Agriculture (dCSA)*

*•Appropriate Digitally-Enabled Financial Services for SHF*

*•Digital Platform Models Providing Market Access, Financing, Information and Resources*

*•Digital Channels, Logistics and Mechanization*

*•Use of Digital Data for Decisioning, Product Development & Risk Management.*

The Program targets the core Three outcomes will contribute to the achievement of this goal:

1. **Outcome 1:** *Market actors expand, improve and continue to offer high-impact DFS products and services that are tailored to address the expressed needs of SHFs;*
2. **Outcome 2:** Farmers increase capability to access and utilize demand-driven, high impact technology-enabled financial products and services relevant to SHFs;
3. **Outcome 3:** Ecosystems around both supplier and farmers emerge supporting provision of digital financial and informational services to SHFs that are used at scale.

**5.2 Scope of Work**

The consultant shall on a regular basis provide a series of services and deliverables to Mercy Corps Agrifin on an ongoing basis within the overall scope of work, supported by more detailed specific agreements and budgets for each individual assignment. AgriFin Program will provide specific scopes of work for each engagement with specific required combinations of technical services under subcontracts to the consultant, governed by this umbrella scope of work. The overall technical support services will include:

* Support implementation of quantitative and qualitative surveys of smallholder farmer behavior to measure market size and characteristics, access to markets, effective demand and preferences of farmers in different agricultural value chains, crop mixing, farm characteristics, use of traders, cooperatives and other aggregators and processors, including the segmentation of various actors in the agricultural value chain.
* Support partners in developing protocols for conducting surveys, that include face to face using paper and digital tools, phone-based surveys and SMS surveys.
* Conduct financial behavior research of smallholder farmers and assess usage of formal and informal savings, credit, investment and micro-insurance instruments.
* Conduct behavior change research based on farmer capability engagements that seeks to increase access and use of digital information services to smallholder farmers.
* Study e-payments behavior of small holder farmers using various payments methods such as mobile money, agent banking services and Electronic Funds Transfer (EFTs) for various purposes, e.g. purchase of input supplies
* Assess the social economic levels, employment, household cash flow to inform income sources; familiarity with Progress out of Poverty Index (PPI) and Pan Africa Media Research Organization (PAMRO) Social Economic indicators is preferable.
* Research the technology behaviors and preferences of smallholder farmers and assess usage of technology including mobile phones, computers and ATMs to conduct agri-business
* Conduct surveys of the agricultural sector actors, to document the existing structure, conduct and performance of the sector.
* Study the business support services, technical capacities and advisory services supporting the agricultural sector. This includes use of the world wide web and social platforms like Facebook, Google and other channels by smallholder farmers.
* Incorporate GIS (Geographic Information Systems) analysis to AgriFin work at the intersection of data analysis, programming and cartography. This includes analyzing spatial data through mapping software and designing digital maps with geographic data and various other data sets.
* Organize and participate in dissemination exercises that may include development of learning outputs like blogs, case studies and digital media

This project implementation shall be fully consultative with the AgriFin Program and its partners, and all workshops, research results, and recommended strategies will be developed in conjunction with partners so that strategic alignment is built within the program.

**Deliverables**

Consultant will provide AgriFin Program with services based on deliverables from specific Task Order tied to detailed scopes of work for each tailored engagement to support AgriFin Program partners over the life of this program.

# 6. Sample Contract

This is the anticipated contract. However, if required, additional terms and conditions may be added by Mercy Corps in the final contract.



# 7. Attachments to the Tender Package



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