



<https://jobs.eagmark.net/job/rfp-consultancy-to-develop-an-inclusive-market-and-trade-strategy/>

Background

AGRA is a not-for-profit organization working with African governments, other donors, NGOs, the private sector, and farmers to improve productivity and incomes of resource-poor smallholder farmers in Africa. AGRA aims to catalyze an inclusive agricultural transformation in Africa by increasing incomes and improving food security for millions of smallholder farmers in Africa. To ensure the aforementioned is succinctly attained, AGRA makes certain that smallholder farmers have what they need to succeed in their agricultural enterprises such as good seeds and healthy soils; access to markets, information, financing, storage, and transport; and policies that provide them with comprehensive support. Through developing Africa's high-potential breadbasket areas, while also boosting farm productivity across more challenging environments, AGRA works to transform smallholder agriculture into a highly productive, efficient, sustainable, and competitive system, while protecting the environment. For more information about AGRA, visit our website on www.agra.org

AGRA's new 5-year strategy aims to catalyze and sustain an Inclusive Agricultural Transformation in Africa to increase incomes and improve food security for 28 million farmers. Under this strategy, AGRA aims to deliver through an integrated approach that simultaneously catalyzes change at the farmer level, through four business lines – Seed Systems, Sustainable Farming, Inclusive Markets and Trade and Policy and State Capability. It aims to strengthen input and output market systems and puts government at the centre to enable and champion private-sector-led agricultural growth at the national level. AGRA intervenes at the national level to tackle specific constraints in agricultural systems, to drive impact at scale for Africa's smallholder farmers.

The purpose of this consultancy is to develop an inclusive market, finance and regional trade strategy by synthesizing several studies completed in 2022/23, including the 2021 external evaluation, the AGRA Corporate Strategy, the IMT theory of change (ToC), market linkage models, access to finance models, regional trade interventions, policy predictability models, the country deep dive analyses work already completed in 15 countries and the youth and women job creation models. The strategy aims to promote Inclusive Agriculture-Led Economic Growth, reduce poverty, enhance trade opportunities, and create opportunities for youth and women employment in these countries. The consultancy will be conducted in close collaboration with the AGRA IMT team.

Objectives of the Consultancy

The primary objective of this consultancy is to develop a comprehensive and coherent Inclusive Market and Trade (IM&T) Program strategy based on the synthesis of following key documents AGRA has produced in 2022/23 including (but not limited to):

- The AGRA Corporate strategy.
- The country strategies and implementation plans, including the key entry points in each country and operational and investment plans.
- Funding proposals shared with key resource partners of AGRA.
- the IM&T theory of change (TOC), theory of action (TOA) and results

RFP: Consultancy to Develop an Inclusive Market and Trade Strategy

Hiring organization

Alliance for a Green Revolution in Africa (AGRA)

Employment Type

Full-time, Consultancy

Duration of employment

2 Months

Industry

Agriculture

Job Location

Nairobi, Kenya

Valid through

27.07.2023

framework.

- Previous AGRA evaluation reports and other assessment studies.
- Previous annual progress reports.
- Market Linkage and access to finance models.
- Country flagship documents.
- Regional trade strategy and interventions.
- Priority value chains and trade corridors.
- Continental trade and market policy related issues.
- Overview of work opportunities for youth and women in IM&T.
- Country IM&T deep dive analyses (15) that include potential partners, best practices, success factors, and areas for improvement.

The above documents will be shared with the successful consultant.

Scope of Work

The consultant will undertake the following activities in close collaboration with the AGRA IM&T team:

1. Review all relevant documentation, listed in section (2).
2. Conduct interviews and consultations with key internal AGRA stakeholders.
3. Synthesize the information gathered from the literature review, interviews, and consultations to develop a comprehensive and integrated inclusive market and trade strategy.
4. Identify or synthesize key interventions, policies, and programs that can promote inclusive economic growth, reduce poverty, and enhance trade opportunities.
5. Develop a detailed implementation plan, including timelines, responsible parties, and monitoring and evaluation mechanisms.
6. Present the draft strategy to AGRA leadership for feedback and incorporate their inputs into the final version.

The final word document should be formatted in Times New roman font, size 12, single spaced and approximately 25-30 pages.

Deliverables

The consultant will provide the following deliverables:

1. Inception Report: Presenting the proposed methodology, work plan and strategy outline within 10 days of contract signing.
2. Draft Inclusive Market and Trade Strategy: Outlining the key elements of the strategy, including theory of change, market linkage models, access to finance models, regional trade interventions, policy predictability models, women and youth job creation opportunities and country-specific interventions; impact projections based on sound assumptions.
3. Final Microsoft Word document and a short Power Point summary of the Inclusive Market and Trade Strategy: Incorporating feedback received from AGRA.
4. Implementation Plan: Detailing the steps, estimated budgets, timelines, responsible parties, and monitoring and evaluation

Qualifications

The consultant should possess the following qualifications and expertise:

1. PhD or master's degree in business, Agricultural Economics, International Development, and related fields.
2. Strong background and experience in inclusive market development, trade

- facilitation, and economic growth strategies.
3. Demonstrated expertise in developing comprehensive market and trade strategies and synthesizing complex information from multiple sources.
 4. Demonstrated excellent technical writing and editing (visualizations) skills. The consultant may share sample(s) of similar work carried before.
 5. Demonstrated analytical and modeling skills.

Evaluation Criteria

Interested individuals shall be evaluated against the following technical criteria:

1. Qualifications.....20%
 1. Relevant academic qualifications
2. Experience of the consultant.....40%
 1. Meet requirements as outlined under section 10 above.
 2. Detailed reference list indicating the scope and magnitude of similar assignments carried out.
3. Proposed methodology and work plan40%

Understanding of the project/assignment requirements, practicality of the proposed methodology relative to the context of the assignment, proposed work plan, risk assessment and mitigation strategies integrated into the assignment, planning, appropriateness of the implementation schedule to the project timelines and project quality assurance measures.

Total Score.....100%

Note:

- Minimum technical score – 75%
- AGRA will negotiate with the consultant with the best technical score equal or above 75%

Application Submission Requirements

a) Technical Proposal

1. Detailed Curriculum Vitae
2. Detailed reference list indicating the scope and magnitude of similar assignments carried out.
3. Proposed methodology and workplan for the assignment.

The technical proposal should be comprehensive yet brief e.g., in PowerPoint and **should not exceed 10 pages**. CV, copies of academic certificates and other supporting documentation may be attached as annexes.

b) Financial Proposal

1. The consultant shall provide a financial proposal for carrying out the assignment. The breakdown of unit and total fees shall be provided. Use the templates provided under Annexes A, B and C for the financial proposal. You may modify them where necessary.
2. Reimbursable costs if applicable shall be quoted separately. These will be reimbursed based on actual cost incurred.
3. Professional fees shall include the applicable withholding tax.
4. If the financial proposal is silent on taxes, AGRA shall assume that these are inclusive.
5. Prices **must** be quoted in **USD (\$)**. Contracting will be in USD, bidders are encouraged to have a USD bank account.

6. The financial proposal shall be sent as a separate attachment and **MUST be password protected.**

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