Terms of Reference

The Co-operative University of Kenya (CUK)

African Development Bank (AfDB)

TERMS OF REFERENCE FOR CONSULTANCY SERVICE FOR THE END OF PROJECT EVALUATION

FOR

RURAL TRANSFORMATION CENTERS DIGITAL PLATFORM PROJECT

Tender No: CUK/KRTCDP/01/2024-2025

APRIL 2025

Consultancy: Consultancy Service for the End-of-Project Evaluation	
Tender No: CUK/KRTCDP/01/2024-2025	
Institution: The Co-operative University of Kenya	
Project Name: Kenya Rural Transformation Centers Digital Platform	
Location: Nairobi	
Expected Date of Assignment:3rd June , 2025	**Duration: 1** Month
Reports to: Project PIU	**Title:** Project Manager

1. **Introduction**

This TOR is developed to engage a consultancy service for the End of Project Evaluation of the Kenya Rural Transformation Centers Digital Project. The Kenya Rural Transformation Centers Digital Platform Project is funded by the Fund for Africa Private Sector Assistance (FAPA) of the African Development Bank (AfDB) and is executed by The Co-operative University of Kenya. The project comprises of the following four components"

Component 1: Market demand and user requirements analysis: This component facilitates understanding of existing FOs including agricultural cooperative networks. This will involve identifying, contacting key stakeholders (key value chain players & key FOs), any existing systems and mapping them. Workshops for stakeholder engagement and a study will be conducted to facilitate understanding of the market demand and user requirements for the platform. The following information will be gathered: Farmer Organization's profile, details of membership/smallholder farmers, services/products offered, and other key metrics including their location and spatial distribution; existing platforms targeting FOs and their use by smallholder farmer; requirements of the platform and analysis of the gaps and vulnerabilities preventing a competitive private agro dealer network for delivery of farm inputs; scope refinement to define and prioritize specific user cases to enable the next phases of the project including methodology and necessary tools. Workshop for restitution, validation and sign-off of business requirements' findings as well as various proposed solutions and final recommended solution. Out of this component, a report on market demand and a document of validated and signed business requirements, solution retained, checklist of platform architecture, hardware and software requirements, costs and resources agreeable to stakeholders will be developed and validated.

Component 2: Digital platform development: This component consists of the design and building of the Kenya Rural Transformation Centers Digital Platform, interfaces and tools by including value add capabilities and services. The platform will have tools that will enable registration of farmers on national level, demand and supply visibility, profiling of FOs, agro-dealers, and networks; streamlining processes pertaining to fine-granular data collection; and analyzing and sharing of data and insights for decision making. Interactive and dynamic interfaces and dashboards will be developed and integrated with the core APIs and middleware micro services of the platform. Broadly, the Platform integrates, by focusing: ***(a)*** develop the Kenya Rural Transformation Centers Digital Platform core by focusing on (i) creating FO "Registry" by onboarding and profiling FOs (ii) demand and supply visibility via "Marketplace" (on farm produce, inputs, mechanization (e.g., tractor services), financing, etc.); ***(b)*** foundation to develop fully functioning AI-enabled Advisory Chatbot using machine learning (ML) models; and ***(c)*** user interfaces, dashboards and applications (web and mobile interfaces) that meet the requirements. ***(d)*** interoperability of existing databases that allows existing agritech service providers to "plug and play" for delivery of services to new clients from the FOs. The platform should be as user friendly as possible to enable low-income farmers and other users to use it on mobile and other devises with minimum efforts. Furthermore, if historical data is available, we will enhance the capabilities towards: (i) increasing farm productive (e.g., quality and affordable fertilizers and seeds, affordable mechanizations, financial access, capacity building such as education in new farming practices); (ii) recommending better farm management (e.g., pesticide,

disease control, extension services, intervention strategies); (iii) generating market data and opportunities via the AI applications that can continuously scan, analyze and cross-reference various online and offline data sources (e.g., data from multiple market channels, cross-FOs, weather, etc.), etc. and push notifications of real time useful data and information on mobile devices of farmers and other stakeholders to keep them informed and help them to take appropriate decisions; (iv) providing data and insights to key value add partners such as AfDB and Kenya Government.

Component 3: Test, deployment, maintenance/support, and improvement: This component involves the deployment of the prototype Platform for 4 pilot counties of Narok, Baringo, Nakuru & Nyandarua. This will include defining the deployment scenarios; pilot data collection; End user training and capacity building; Pilot evaluation and validation; Definition of data governance frameworks for the platform; and development of user manuals, training materials. Collect and fix issues to improve the platform. Suggest operational and maintenance guidelines for support and continuous improvement of the platform.

Component 4: Project Implementation

The objectives of this component are to: (1) coordinate and ensure that intermediate results from each of the technical tasks are coherent and continue to be properly aligned to meeting the overall objectives of the project; (2) maintain a clear focus on achieving the project's objectives and to document progress towards achieving these aims. This component is coordinated and managed by the Project Manager, under the project implementation unit(PIU).

2. Objective

The objective of the consultancy is to conduct an End of Project Evaluation of the Kenya Rural Transformation Centers Digital Project.

2.1 Scope of Work

The consultant will conduct an End of Project Evaluation of the Kenya Rural Transformation Centers Digital Project by:

i) Evaluating the relevance of the project in terms of the extent to which project achieved its overall objectives
ii) Evaluating the effectiveness of the project in terms of delivering desired/planned results
iii) Evaluating the efficiency of project implementation in terms of whether the process of achieving results (outputs and outcomes) justified the costs incurred and the factors that contributed to implementation efficiency
iv) Assessing the sustainability of the project in terms of the extent to which the benefits of the project are likely to be sustained after the completion of this project and the likelihood of continuation and sustainability of project outcomes and benefits after completion of the project.
v) Providing recommendations with comprehensive proposals for future interventions based on the current evaluation findings

3. Assignment Deliverables

The consultant will be expected to submit the following deliverables:

- Detailed inception report outlining the assignment plan of work, approach, for End of Project Evaluation of the Kenya Rural Transformation Centers Digital Project
- A Draft End of Project Evaluation Report for client feedback
- Final End of Project Evaluation Report in a standard format (in soft and hard cover bound)

4. Assignment Period

The period of assignment will be 1 month from commencement of the contract.

5. Responsibilities

Obligation of the PIU

The PIU will be involved from the beginning of the consultancy in:

- Approving the deliverables submitted by the consultant
- Provide information to the consultant about events on the project which the consultant will need to cover.
- Providing logistic support (office space) if and when required by the consultant.
- Approving the reports submitted.

Obligation of the Consultancy Team

The consultancy team will:

- Submit to the PIU the deliverables within the stated timeframe.

6. Qualifications/Experience of the consultant firm

- Detailed company/firm profile including key staff qualification and experiences
- Copies of Registration and Tax Compliance Certificate
- Demonstrate the ability and capacity to undertake the assignment (include works in the past and client list)
- Financial capability (submit audited accounts for the last three (3) years)
- Registered physical address and contacts.
- Qualifications and competence of Key Experts (Academic Qualifications)
    - **Key Expert Qualifications**
        - At least a master's degree in Monitoring and Evaluation, Public Policy, International Development, Development Economics/Planning, Economic, Public Administration, and Management or any other related university degree;
        - At least 10 years of experience in monitoring evaluation and learning of development programmes;
        - At least 5 years' experience in donor funded project monitoring, evaluation and learning (Those with experience conducting evaluation of AfDB financed projects will have an added advantage).
        - Be familiar with African Development Bank procurement guidelines, policies and regulations.
        - Be computer literate and with English report writing and communications skills.

7. Reporting/ Coordination

The consultant shall forward all the reports to the Project Manager: Kenya Rural Transformation Centers Digital Platform