



# ADVANCING LOCAL DAIRY DEVELOPMENT IN NIGERIA (ALDDN)

Request for Proposal: Program Implementing Contractor

January 2021

### Synopsis of this Request for Proposal (RFP)

|                                                               |                                                                                                                                                                                                                                                                                                                                             |
|---------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Issue Date</b>                                             | <b>19th January 2021</b>                                                                                                                                                                                                                                                                                                                    |
| <b>Project</b>                                                | Advancing Local Dairy Development in Nigeria (ALDDN)                                                                                                                                                                                                                                                                                        |
| <b>Jurisdiction</b>                                           | Nigeria                                                                                                                                                                                                                                                                                                                                     |
| <b>Issuing Office &amp; Email for Submission of Proposals</b> | Attn: Hafsata Grema<br>Email: <a href="mailto:hafsata@sahelcp.com">hafsata@sahelcp.com</a><br>And<br>Fisayo Kayode<br>Email: <a href="mailto:fkayode@sahelcp.com">fkayode@sahelcp.com</a><br>Sahel Consulting Agriculture & Nutrition Limited<br>Plot 817A, Cadastral Zone B04, Ebitu Ukiwe Street,<br>Jabi District, FCT - Abuja, Nigeria. |
| <b>Deadline for Receipt of Proposals</b>                      | Please email proposals by <b>9th February 2021</b> to the email <a href="mailto:hafsata@sahelcp.com">hafsata@sahelcp.com</a> and <a href="mailto:fkayode@sahelcp.com">fkayode@sahelcp.com</a>                                                                                                                                               |
| <b>Point of Contact</b>                                       | Hafsata Grema <a href="mailto:hafsata@sahelcp.com">hafsata@sahelcp.com</a>                                                                                                                                                                                                                                                                  |
| <b>Basis for Selection</b>                                    | Sahel will select program implementing partners through a fair and transparent process. Proposals will be evaluated using the criteria outlined in Section III of the RFP                                                                                                                                                                   |

# 1. ALDDN PROGRAM OVERVIEW

## 1.1 Background

Sahel Consulting Agriculture and Nutrition Ltd (Sahel) is a leading management consulting firm focused on the agricultural and nutrition sectors in Africa. We partner with government agencies, private sector companies, and leading international development organizations to conduct research, analyze policies, develop strategies, and implement programs that promote sustainable food security and improved nutrition. Since our inception in 2010, we have worked on a variety of projects across West Africa in collaboration with public, private, and nonprofit organizations, and development partners.

## 1.2 Program Objectives

Sahel would like to engage a program implementing contractor on the ongoing Advancing Local Dairy Development in Nigeria (ALDDN) program which catalyzes a vibrant local dairy sector in an inclusive way that improves the livelihoods, productivity, nutrition, and empowerment of smallholder women dairy farmers and the communities in which they live. More specifically, the program:

- Advocates for an enabling environment for local sourcing through engagements with the government and relevant private sector stakeholders.
- Increases demand for locally sourced milk through partnerships with dairy processors currently or interested in sourcing locally.
- Improves smallholder dairy farmers' productivity by increasing their access to technical support services and right inputs.
- Empowers women dairy farmers and enable them to improve their livelihoods and that of their households.
- Improves nutrition outcomes among smallholder dairy households through food systems entry points.

## 1.3 Program Scope

The program, which commenced in 2020 will run for five years and is being implemented in partnership with 6 dairy processors across 5 states including Adamawa, Jigawa, Kaduna, Kano, and Plateau, reaching a total of 15,000 dairy households. This is subject to change as approved by the funder. Interventions being implemented are:

| Interventions                                                      | Components                                                                                                                                                                                                                                                                                                                   |
|--------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>1. Farmers' Organization</b>                                    | <ul style="list-style-type: none"><li>• Identification &amp; Integration of dairy farmers into partnering dairy processors' formal value chain</li><li>• Facilitating the formation and strengthening of Self-Help Groups (SFGs)</li></ul>                                                                                   |
| <b>2. Infrastructure Development</b>                               | <ul style="list-style-type: none"><li>• Construction of energy-efficient water resources (e.g., boreholes)</li><li>• Procurement and distribution of milk cans to integrated farmers</li><li>• Construction of milk collection centers and points</li><li>• Procurement and deployment of milk evacuation vehicles</li></ul> |
| <b>3. Productivity Improvement</b>                                 | <ul style="list-style-type: none"><li>• Commercial feed &amp; fodder production</li><li>• Provision of genetics &amp; breeding services to eligible farmers</li><li>• Provision of animal health services to participating farmers</li></ul>                                                                                 |
| <b>4. Financial Inclusion &amp; Income Diversification Support</b> | <ul style="list-style-type: none"><li>• Provision of financial inclusion services</li><li>• Provision of income support and diversification activities, particularly for women dairy farmers</li></ul>                                                                                                                       |

|                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
|------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>5. Training &amp; Extension, Advocacy and Behavior Change</b> | <ul style="list-style-type: none"> <li>· Content development and dissemination of training through various mediums (e.g., in-person, digital, radio, etc.)</li> <li>· Advocacy and support programs to identify and promote men as gender empowerment champions within the communities</li> </ul>                                                                                                                                                                                                                                                                                                                                                       |
| <b>6. Policy Advocacy to Support a Thriving Dairy Sector</b>     | <ul style="list-style-type: none"> <li>· Fund economically robust analyses of policy reform opportunities on import tariffs and levies</li> <li>· Support convenings with the government (e.g., Ministry of Agriculture, Ministry of Trade &amp; Investment) and relevant stakeholders such as the National Commercial Dairy Farmers Association, leading dairy processors, to discuss and recommend a dairy development strategy and related policy options</li> <li>· Provide technical and advisory support to strengthen dairy industry associations to enable them to effectively advocate for an enabling environment for the industry</li> </ul> |

**See appendix for more details on each intervention.**

## **2. REQUEST FOR PROPOSALS**

### **2.1 Overview**

Sahel is seeking to bring on board and collaborate with a reputable and experienced organization to implement the Artificial Insemination (AI) intervention as part of the Productivity Improvement component of ALDDN.

The Artificial Insemination (AI) intervention seeks to enhance the milk production potential of local cattle breeds and effectively multiply the income generation potential of the participating farmers. The AI intervention will ultimately enable ALDDN achieve the following:

- Improved, demand-driven, delivery and supply of breeding services at the farm level in communities and clusters.
- Improved knowledge, attitude, and skills of smallholder dairy farmers as it concerns adoption of AI practices and management of their cattle prior to, during, and after AI.
- Enhanced milk production of indigenous breeds.
- Increased incomes and improved livelihoods of small dairy farmers.

### **2.2 Scope**

This intervention will provide AI services to eligible, integrated smallholder dairy farmers in the program implementation areas in Adamawa, Jigawa, Kaduna, Kano, and Plateau states.

The selected contractor will conduct AI services for farmers within Saj foods catchment area (Kaduna State). upon good service delivery and desirable outcome, the contract may be extended to other states.

The selected contractor will ensure that benefiting farmers will have demonstrated a record of adherence to good animal feeding and health management practices and have a plan to manage crossbreds.

The contractor will also identify, engage, and build the capacity of 10 AI technicians to continue providing AI services to farmers in Saj foods catchment area in Kaduna state beyond the program lifetime. Deliberate efforts will be made to recruit women technicians.

Key success factors for AI include:

- Robust farmers' sensitization on AI to secure their buy-in and their adoption of good animal feeding & management practices pre, during and post-AI.

- Well-trained and organized AI technicians to ensure that they are knowledgeable and skilled. They also need proper monitoring for quality control, have access to ongoing training as well as access to quality inputs and equipment.
- Vet services including prophylactic treatments, vaccination, deworming, and extension support are critical to address health and other problems pre, during and post AI to ensure potential issues are mitigated.

Access to quality inputs, including healthy semen, semen extender, liquid nitrogen for proper conservation is key to AI success. The semen to be used for the AI should be sex-specific and from breeds of cattle with traits suitable for dairy production but adaptable to the tropical climatic conditions and diseases.

The contractor will identify, screen, and select suitable local cows for AI from the herd of identified smallholder farmers participating in the ALDDN program.

Over a period of 4 months starting from April 2021, the contractor will inseminate 500 cows in Saj foods catchment area in Kaduna state and provide post insemination management and monitoring through pregnancy and calving periods. This should result in at least 400 parturition. The neonates (newborn calves) will also be provided with health care in the early days of their lives.

## 2.3 Duration

The engagement on the program is expected to commence in April 2021 and ends in March 2021.

## 3. RFP RESPONSE REQUIREMENTS

### The desired contractor must:

- Have an existing presence in Nigeria.
- Have prior experience and/or a background in implementing interventions of a similar scope among smallholder farmers.
- Have experience addressing gender issues and mainstreaming gender in programs.
- Have or will hire field staff with a sound understanding of the local language(s) (Hausa and Fulfulde), culture, and customs in the targeted states.
- Willing to work as part of a consortium with other partners to deliver on the program objectives.

Interested organizations should include the following in their RFP response using the templates provided:

### 3.1 Corporate Information

- Location of the organization's current functioning office(s) and/or places with an existing presence throughout Nigeria or elsewhere.
- A copy of the company's legal Registration Certificate.
- A copy of the company's TIN Certificate.
- A copy of a Valid Tax Compliance Certificate.
- Valid ID card of the authorized person.
- Company Ownership and Management Information.

### 3.2 Technical Proposal:

**The technical proposal should include the following for the program component area(s) of interest:**

- Capability statement



- The proposed approach for implementing the intervention
- Expected outcomes and key impact indicators that will be tracked
- A work plan that provides a breakdown of key activities, outputs, and annual timeline as described in your proposed approach
- Risk matrix
- Evidence of physical and/or operational presence in project locations

### 3.3 Price Proposal

Organizations should submit a Price Proposal that references the Scope of Work. All costs associated with delivering the Scope of Work must be detailed within the Price Proposal (e.g., equipment cost, crew cost, professional fees, and travel expenses). All costs should be quoted in US Dollars.

### 3.4 Past Experience

This section of the proposal should include the following:

- At least three (3) examples of current or past performance projects (and references associated) and outcomes that highlight the experience in delivering the similar scope of work with the interventions under the component you are applying for.
- Experience working with Small holder dairy farmers or intensive dairy farms

**Note that Sahel will contact given references to authenticate and ask any questions that may be relevant to this project.**

### 3.5 Personnel and Management

The organization should provide a project staffing organizational chart, listing proposed personnel to be assigned to this program. Also include the role and a bio for key personnel listed. Bios must include education, training, languages, key accomplishments, and relevant experience comparable to those described within this RFP. All key personnel should be indicated in the Proposal and their commitments confirmed. Additionally, please include the number of support staff and their proposed roles in the implementation of the program.

### 3.6 Proposal Evaluation Criteria

Proposals will be evaluated based on six (6) criteria:

| Main Criteria            | Weighting (%) |
|--------------------------|---------------|
| Basic requirements       | Prerequisite  |
| Corporate information    | Prerequisite  |
| Technical proposal       | 30%           |
| Experience               | 30%           |
| Personnel and management | 20%           |
| Price proposal           | 20%           |

**Note that Sahel has the right to require compliance with additional conditions as and when issuing the final solicitation document.**

## 4. REQUEST FOR PROPOSAL DEADLINE

Proposals of no more than 15 pages in length, excluding additional materials (such as CVs in separate annexes that will not count towards the 15-page limit), should be emailed to Hafsat

Grema ([hafsat@sahelcp.com](mailto:hafsat@sahelcp.com)) and Fisayo Kayode ([fkayode@sahelcp.com](mailto:fkayode@sahelcp.com)) by **9<sup>th</sup> of February 2021**. The deadline for questions and inquiries about the proposal is **5<sup>th</sup> February 2021**.

***Please note: No proposal submitted after the stated deadline will be accepted.***

## **SELECTION CRITERIA**

### **4.1 Technical Criteria**

1. Clear record of related past performance in similar project activities with a registered organization or company **(30 points)**.
2. Qualification and level of experience of the Service Provider's personnel proposed in consideration of advertised activities to be implemented **(30 points)**
3. Agreement and the evidence of capacity to prefund the bulk of the activities **(30 points)**
4. Ability of service provider to make available equipment or tools required for the service delivery for free and not cost in the budget **(10 points)**

### **4.2 Financial Proposal**

The information requested in the price proposal form which provides the financial proposal to be filled and submitted will be considered in the selection criteria. The contractor that presents the best value for money will be taken into consideration. The selection of contractor and provision of the contract will be conducted by the rules and regulations of Sahel Consulting Agriculture and Nutrition Ltd. and in compliance with the general terms and conditions for service provision.

***Please note: Only institutions/companies that passed the selection criteria will be contacted for further processes and Sahel has the right to change or cancel the requirements at any time during the result of proposal request and/or solicitation process, without any responsibility to inform the interested institutions/companies on the grounds for the actions.***

## **5. MISCELLANEOUS**

### **5.1 Disclaimer**

- We accept no liability for the accuracy, adequacy, or completeness of any of the information provided or any opinions contained in the Invitation to Submit Proposal, or of any other information made available during the tender process.
- If you submit a proposal, you will be deemed to have understood fully the requirements of this Invitation for the submission.

## APPENDIX

### Program Interventions

|                                   |                                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
|-----------------------------------|---------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Farmers' Organization</b>      | Farmers' Identification & Integration       | <ul style="list-style-type: none"> <li>The program, through extension agents seconded by the state governments and hired private extension agents, is supporting the processors in new farmer's identification and integration activities:               <ul style="list-style-type: none"> <li>Establish relations with the governments of the states in scope, to get state extension agents assigned to the program</li> <li>Recruit and train private extension agents to ensure enough female representation, given the cultural norms among Fulani communities</li> </ul> </li> <li>Integrated farmers are being registered onto an electronic portal managed by the processor to enable tracking of key data (e.g., daily collection volumes) at the farmer level</li> </ul>                                                                                    |
|                                   | Self-Help Groups' Formation & Strengthening | <ul style="list-style-type: none"> <li>This intervention seeks to enable participating dairy farmers to be better organized, trained, and equipped to control and manage their dairy business. Key elements include:               <ul style="list-style-type: none"> <li>Sensitize dairy communities (including leaders, men, and women) and build awareness around the benefits of active participation in Self-Help Groups (SHGs)</li> <li>Increase women's participation in existing SHGs and associations where relevant, based on cultural norms</li> <li>Work with the communities to set up, register, and operationalize new SHGs (including women only SHGs) where relevant</li> <li>Build the capacity of dairy farmers, particularly that of women to effectively operate and take on leadership roles within existing and new SHGs</li> </ul> </li> </ul> |
| <b>Infrastructure Development</b> | Water Resources                             | <ul style="list-style-type: none"> <li>This intervention aims to improve farmers' access to clean water.</li> <li>Third-party contractors are being selected to set up energy-efficient water resources (e.g., boreholes, water retention systems) in targeted dairy communities. This will ensure that dairy households and indigenous populations in the communities they live in have clean water for both human and animal consumption and to improve milk hygiene</li> <li>The program may combine a borehole and a retail kiosk selling clean water and household products, managed by a local female entrepreneur or SHGs. The vision is to facilitate access to clean water under a sustainable business model that covers the cost of building boreholes and maintaining them in years to come</li> </ul>                                                     |
|                                   | Milk Cans                                   | <ul style="list-style-type: none"> <li>The program is co-funding the procurement of milk cans. They will be distributed to dairy farmers through the SHGs to improve milk hygiene during transportation to the collection centers</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
|                                   | Milk Collection Points/ Centers             | <ul style="list-style-type: none"> <li>The program may provide partial funding, contingent on processors' financial commitments, to establish milk collection centers and/or points to enable them to collect milk from more farmers. Some processors are considering introducing milk parlors, where farmers will bring their cows for milking</li> <li>The program may also assist the SHGs in setting up small collection units to manage aggregation</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                    |
|                                   | Milk Evacuation Vehicles                    | <ul style="list-style-type: none"> <li>The program may provide partial funding, contingent on processors' financial commitments, for the procurement of milk evacuation vehicles to enable them to collect milk from more farmers.</li> <li>Processors will strengthen their network of milk vendors to improve their ability to reach remote areas</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |



|                                                                 |                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
|-----------------------------------------------------------------|-------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                                 | Milk Processing                     | <ul style="list-style-type: none"> <li>Some processors are planning to invest in new plants and/or production lines to support new products using raw milk.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>Productivity Improvements</b>                                | Commercial Feed & Fodder Production | <ul style="list-style-type: none"> <li>This intervention will be designed to drive more ownership from farmers to ensure sustainability.</li> <li>A business case around the viability of commercial feed and fodder production will be developed and used to engage intermediaries, who can collaborate with interested farmers, to provide them with finance, inputs, mechanization, and other essential services. They can afterward recover their investment through deductions from revenue from the sale of yields. Farmers will get the balance sum after deductions.</li> <li>The program will also collaborate with the Federal Government and private sector players they engage under the NLTP to improve dairy farmers' access to feed and fodder</li> </ul>                                                                                                                                                              |
|                                                                 | Genetics & Breeding                 | <ul style="list-style-type: none"> <li>This intervention will be included only if results from NDDP<sup>1</sup> demonstrate a sustainable model. Processors will need to partially fund aspects of the intervention.</li> <li>Targeted farmers need to have demonstrated a record of adhering to good animal feeding and health management practices and have a plan to manage crossbreds</li> <li>The program will subcontract service providers to provide them with AI services at subsidized rates</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                     |
|                                                                 | Animal Health                       | <ul style="list-style-type: none"> <li>This intervention will focus on improving farmers' access to veterinarians, drugs, and vaccines. Processors will need to partially fund aspects of the intervention.</li> <li>The program will explore the feasibility of a partnership with programs such as the MTN's cow identification program. This will enable tracking and monitoring of cows belonging to participating households.</li> <li>The program can also sponsor a study to identify endemic diseases local cows in each participating state should be vaccinated against. It would connect qualified animal health providers to participating farmers through the Self-Help Groups and the processors for services such as annual vaccine campaigns. Payments could be deducted from milk sales. Farmers would also be provided with vaccination cards to better track vaccines and treatment given to their cows</li> </ul> |
| <b>Financial Inclusion &amp; Income Diversification Support</b> | Financial Inclusion                 | <ul style="list-style-type: none"> <li>Key components of this intervention must be gender-sensitive to minimize the risks of women's disempowerment. They include the following: <ul style="list-style-type: none"> <li>Partner with financial institutions and mobile money providers to provide dairy farmers, particularly women, with more and easier access to services such as savings accounts, microcredit, Islamic banking, mobile banking, etc.</li> <li>Facilitate the provision of insurance to mitigate against milk production risks.</li> <li>Work with the SHGs to explore and disseminate information about agricultural grants and schemes, e.g., Anchors Borrowers Scheme, for which farmers may be eligible.</li> <li>Develop and provide financial literacy programs to dairy farmers on topics such as budgeting, basic bookkeeping, savings, etc.</li> </ul> </li> </ul>                                       |
|                                                                 | Income Diversification Support      | <ul style="list-style-type: none"> <li>Key components of this intervention aim to enable beneficiaries, particularly women, to diversify their income potential outside of dairy (e.g., by learning new trades, and investing in other value chains). They include the following: to -</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |

<sup>1</sup> The Nigerian Dairy Development Program (NDDP) is the precursor to ALDDN. It included an artificial insemination component, which is still ongoing. Lessons from that intervention will inform whether or not the intervention should be included in ALDDN.

|                                                               |                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
|---------------------------------------------------------------|---------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                               |                                       | <ul style="list-style-type: none"> <li>○ Provide vocational training with the market potential to enable farmers to learn new trades.</li> <li>○ Introduce dairy farmers to nutritious crops to cultivate for sale to diversify their income and diets e.g., intercropping of cereals with legumes, raising chickens, and/or goats.</li> <li>○ Provide farmers with training to enhance their business skills and facilitate registration with the National Collateral Registry of Nigeria which allows them to unlock sources of capital with assets that would otherwise not be looked at by lenders as potential collateral.</li> <li>○ Foster communal ownership of productive assets such as dairy equipment to improve milk production and joint investments in new business ventures to increase their income.</li> <li>○ Facilitate engagement with microfinance institutions to encourage individual and group savings and establish low-risk lending programs.</li> </ul> |
| <b>Training &amp; Extension, Behavior Change and Advocacy</b> | Good Dairy Practices                  | <ul style="list-style-type: none"> <li>• The program includes developing good dairy practices training curriculum and leveraging various mediums to improve retention and adoption rates. The program will: <ul style="list-style-type: none"> <li>○ Design and disseminate training modules that can benefit the dairy communities through extension agents, including female agents to increase the participation of women dairy farmers.</li> <li>○ Partner with radio stations to develop and air relevant programs in local languages.</li> <li>○ Leverage technology to provide mobile extension services e.g., via Interactive Voice Response (IVR).</li> </ul> </li> </ul>                                                                                                                                                                                                                                                                                                  |
|                                                               | Nutrition Education & Behavior Change | <ul style="list-style-type: none"> <li>• Key components of this intervention will target dairy households and indigenous households in the communities they live in. It includes the following: <ul style="list-style-type: none"> <li>○ Develop and disseminate nutrition education through various communication platforms (e.g., extension agents, health clinics, traditional birth attendants, radio programs). This should include education on food choices, including the impact of processed food on health.</li> <li>○ Educate farmers on nutritious crops they can plant for their consumption.</li> <li>○ Organize food demonstration and skill-building sessions for participating communities.</li> <li>○ Explore opportunities with processors to provide nutrition education campaigns to their end consumers e.g., healthy diet messaging.</li> <li>○ Assess and measure the impact of the training received on behavior change.</li> </ul> </li> </ul>            |
|                                                               | Hygiene Education & Behavior Change   | <ul style="list-style-type: none"> <li>• Key components of this intervention will target dairy households and indigenous households in the communities they live in. It includes the following: <ul style="list-style-type: none"> <li>○ Reinforce training on good hygiene and sanitation practices, including personal, animal, cooking, and environmental hygiene.</li> <li>○ The program will disseminate the training to targeted communities through more mediums, including the extension agents, state community health workers (CHEWs), interactive radio programs, and mobile extension services. We will also monitor adoption levels.</li> </ul> </li> </ul>                                                                                                                                                                                                                                                                                                            |
|                                                               | Engagement of Men as Champions        | <ul style="list-style-type: none"> <li>• The program will: <ul style="list-style-type: none"> <li>○ Develop and disseminate gender education materials to participating dairy households through various channels</li> <li>○ Sensitize and educate community leaders and men on the benefits of women empowerment</li> </ul> </li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |

|                        |                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
|------------------------|----------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                        |                                                    | <ul style="list-style-type: none"> <li>○ Advocate for the active involvement and buy-in from men towards women's participation and increase leadership across all interventions.</li> <li>○ Explore opportunities to organize gender-themed campaigns to encourage behavioral change</li> <li>○ Assess and measure the impact of the training received on behavior change</li> </ul>                                                                                                                                                                                                                                                                                                                                                                     |
| <b>Policy Advocacy</b> | Policy Advocacy to Support a Thriving Dairy Sector | <ul style="list-style-type: none"> <li>• Key components of this intervention include: <ul style="list-style-type: none"> <li>○ Fund economically robust analyses of policy reform opportunities on import tariffs and levies</li> <li>○ Support convenings with the government (e.g., Ministry of Agriculture, Ministry of Trade &amp; Investment) and relevant stakeholders such as the National Commercial Dairy Farmers Association, leading dairy processor, to discuss and recommend a dairy development strategy and related policy options</li> <li>○ Provide technical and advisory support to strengthen dairy industry associations to enable them to effectively advocate for an enabling environment for the industry</li> </ul> </li> </ul> |

## Proposal Checklist

Submit proposal via email and include the following:

| Task                                                                                    | Status |
|-----------------------------------------------------------------------------------------|--------|
| Signed cover letter                                                                     |        |
| Response to each of the evaluation criteria:                                            |        |
| <ul style="list-style-type: none"> <li>• Basic requirements</li> </ul>                  |        |
| <ul style="list-style-type: none"> <li>• Technical proposal</li> </ul>                  |        |
| <ul style="list-style-type: none"> <li>• Corporate capability and experience</li> </ul> |        |
| <ul style="list-style-type: none"> <li>• Personnel management</li> </ul>                |        |
| <ul style="list-style-type: none"> <li>• Price proposal</li> </ul>                      |        |