



REQUEST FOR EXPRESSIONS OF INTEREST (CONSULTING SERVICES – INDIVIDUAL CONSULTANTS SELECTION)

IGAD Centre for Pastoral Areas and Livestock Development (ICPALD),

Assignment Title:

Consultancy to Develop a market strategy for grass and forage seeds for the IGAD region

The IGAD Centre for Pastoral Areas and Livestock Development (ICPALD) has secured funding from GIZ for implementation of SCIDA III towards sustainable management of rangelands. The ICPALD activity contributes towards Natural Resource Management output that aims to enhance the sustainable management and use of transboundary rangeland resources for community resilience. One of the expected results is to develop a market strategy for grass and forage seeds for the IGAD region.

Overall objective of the Assignment

The purpose of the technical service is to develop a market strategy for grass and forage seeds for the IGAD region while paying attention to the SCIDA III project area covering the cross-border areas of Uganda (Karamoja sub region) and Kenya (West Pokot and Turkana Counties). Propose specifications for seed and fodder packaging including the recommended packaging material, branding, required standards with government and quality of seed to be packaged. Provide contacts for market linkage for the IGAD region.

[\(The Detailed Terms of Reference \(ToRs\) are attached to this REoI\)](#)

The Selection shall be by IGAD Procurement Procedures. The **IGAD** now invites eligible **Individual Consultants** to indicate their interest in providing the subject consultancy services. Interested qualified applicants should send letters Expressing their Interests, updated Curriculum Vitae, and Copies of academic and work experiences.

Qualifications, Competence, Skills and Knowledge

Academic Qualifications

- Master's degree or above in livestock, agronomy, marketing, business, or a business-related field from a recognized university.

Work Experience and Competencies

- Proven experience (5+ years) in market systems development;
- At least five years of experience in ASALs rangelands in the context of pastoral and agro-pastoral livelihood systems;
- In-depth knowledge of digital marketing channels, tools and best practices;
- Understanding of the marketing of fodder/ seeds within the IGAD region following the recommended guidelines of the mandated government regulatory bodies;
- Strong analytical skills and experience with analytics and reporting tools;
- Experience with Microsoft Office, including Word, Excel, PowerPoint, and Outlook; and
- Past experience in similar strategy development.

Other Experience/ Knowledge / Abilities

- Experience working in multiple countries in the region through a regional and international organization (s) is desirable;
- Strong interpersonal skills and ability to deal with technical and people management challenges;
- Analytical skills, creativity and attention to detail;
- Verbal and written communication skills in English. French will be an added advantage.

Selection criteria

selection criteria are relevant education background; relevant work experience (as described above); good track record in delivering similar assignments; experience working in the IGAD region; relevant publications on climate change , among others

Further information can be obtained by writing to the e-mail addresses below during office hours 0800 to 1600 hours EAT:

Expressions of interest must be sent to the addresses: beverlyne.nyanchera@igad.int ,no later than 20th October 2024, 4:00 p.m.(E.A.T)