



**MINISTRY OF AGRICULTURE, LIVESTOCK, FISHERIES AND IRRIGATION
STATE DEPARTMENT FOR FISHERIES, AQUACULTURE AND BLUE ECONOMY
AQUACULTURE BUSINESS DEVELOPMENT PROGRAMME (ABDP)**

IFAD LOAN NO: 2000002052- Aquaculture Business Development Programme

LOG COMPETITION NOTICE

Reference: MOALF/SDFA&BE/ABDP/LC/2019-2020/001

Aquaculture Business Development Programme is a partnership between the Government of Kenya, and the International Fund for Agricultural Development (IFAD). The Programme is expected to be completed in April 2026. It is implemented by the Ministry of Agriculture, Livestock, Fisheries and Irrigation, State Department for Fisheries, Aquaculture and Blue Economy and supervised by IFAD. The overall goal of the programme is to increase the incomes, food security and nutritional status of the wider communities of poor rural households involved in aquaculture in the targeted Counties. The Programme intends to use proceeds of the loan to procure vehicles for programme implementation.

- 1) Aquaculture Business Development Programme now invites sealed Bids from eligible artists to participate in ABDP Logo design competition
- 2) Bidding will be conducted through Design Competition procurement and is open to all eligible Bidders as defined in the Terms of Reference section of this document.
- 3) The bidding document can be downloaded by interested Bidders FREE OF CHARGE from the Ministry's website: www.kilimo.go.ke under "tender" links
- 4) Bids must be delivered to the **tender box at the ABDP Offices off Kamakwa Road**, Nyeri and clearly marked 'ABDP Logo Design Competition' and reference Number **MOALF/SDFA&BE/ABDP/LC/2019-2020/001** to be addressed as follows:

**The Programme Coordinator,
Aquaculture Business Development Programme (ABDP)
P.O. Box 904 – 10100**

Nyeri, Kenya

or before **22nd July 2019, 1100hrs**

- 5) Tenders will be opened on **22nd July 2019** at 11.30am EAT, in the presence of the candidates' Representatives who choose to attend at boardroom with ABDP offices Nyeri.
- 6) The vendor shall quote the price which they will charge for the Logo should they win.
- 7) The Government of Kenya reserves the right at any time to terminate procurement proceedings.

**Programme Coordinator
ABDP**

TERMS OF REFERENCE FOR ABDP LOGO COMPETITION

PROGRAMME DESCRIPTION

A. INTRODUCTION

The Aquaculture Business Development Programme (hereafter ABDP) is a national programme funded jointly by the Government of Kenya (GoK) and the International Fund for Agricultural Development (IFAD). The programme is targeting Counties with high concentrations of aquaculture activity, high production, existing infrastructure (processing, marketing and research), adequate water resources and marketing potential. The Programme will start with six Counties in the first two years and expand on a need basis from the third year to reach a maximum of 15 counties. The first 6 counties to be targeted comprise Homa bay, Migori and Kakamega (in Western Kenya Region) and Kirinyaga, Nyeri and Meru (in Central/ Eastern Region). The other 9 counties are Meru, Tharaka Nithi, Embu, Kiambu, Kajiado and Machakos (in Central/ Eastern Region), and Kisii, Kisumu, Siaya and Busia (in Western Kenya Region).

The programme Goal and Objective

The Overall Goal of ABDP is reduced poverty and increased food security and nutrition in rural communities, as shown by improved dietary diversity.

In pursuit of this goal, the **Programme Development Objective** is to increase the incomes, food security and nutritional status of the wider communities of poor rural households involved in aquaculture in the targeted Counties, with progress indicated by the percentage of beneficiaries reporting increased annual net income and the percentage increase in national annual fish consumption.

Programme components

Component 1: Smallholder aquaculture development. This component aims at improving the production and productivity as well as the food security and diet quality of smallholder farmers through the following activities:

Sub-component 1.1: Smallholder aquaculture production. This subcomponent will focus on improving the productivity and incomes of smallholders with the land and resources to farm fish for profit through the following activities: (i) the mobilization and sensitization of the communities to aquaculture-related opportunities through different measures, including formation of Smallholders Aquaculture Groups (SAGs), in order to ensure inter alia the inclusion of women and youth (ii) aquaculture infrastructure development (iii) the support of small-scale producers by reviving small-scale aquaculture input industry development to establish robust links to existing accessible value chain operators or to

produce their own supplies and, (iv) training and capacity building tailored to the specific needs of beneficiaries by county and sub-county in order to improve aquaculture productivity.

Sub-component 1.2: Development of enterprises in support of smallholder aquaculture production. This subcomponent aims at promoting the establishment/strengthening of youth dedicated Aquaculture Support Enterprises (ASEs), to be engaged in any business activities related to the aquaculture value chain, as a means of income generation and empowerment for non-producers of fish, in order to improve their access to resources and productive assets.

Sub-component 1.3: Community nutrition initiatives. This subcomponent aims at contributing to good nutrition using fish as the food vehicle to improve diet quality in the targeted counties through (i) the funding of nutrition surveys and studies, curriculum and training materials development, and also (ii) a support to community nutrition actions to demonstrate the benefits of fish farming and fish utilization for sustainability.

Component 2: Aquaculture value chain development. This Component aims at improving the efficiency of the whole aquaculture value chain with a concentration of programme efforts and resources on operations including smallholders through the following activities:

Sub-component 2.1: Smallholder-based aquaculture value chain development. This subcomponent will focus on contributing to the establishment of a commercially viable aquaculture value chain in Kenya, with a focus on small- and medium-sized aquaculture producers by promoting (i) public private producer partnerships (PPPPs) based on mutually beneficial contractual obligations among the Programme under the form of Independent Aquaculture Aggregators (IAAs) or Lease contracts, and also (ii) investments for ASEs and SAGs through a business plan competition window allowing the identification of business opportunities on specific segments of the value chain.

Sub-component 2.2: Aquaculture sector enabling environment and support services. This subcomponent aims at supporting the strengthening of the overall enabling environment needed for the sustained development of the sector through: (i) policy engagement, support and technical advice to Government (ii) upgrading of public infrastructure, (iii) support to extension services, (iv) support for establishing/strengthening of aquaculture training centers for extension staff, (v) support to research activities linked to the Programme objectives, (vi) support of fish health and surveillance services, (vii) support for quality

assurance services and (viii) strengthening financial services for the aquaculture value chain to allow the actors access to finance.

B. GENERAL GUIDANCE FOR THE COMPETITION

The Aquaculture Business Development Programme PCU is working on building a brand that will easily be recognized and/or identified by all the stakeholders. The ABDP Logo is anticipated to aid in building the Programme brand in a captivating way in line with the Programme Development Objective (PDO) *‘To increase the incomes, food security and nutritional status of the wider communities of poor rural households involved in aquaculture in the targeted Counties’*.

The following guidelines will be used by the prospective designers:

- i. Name of the Programme - The Logo must caption the name of the Programme ‘Aquaculture Business Development Programme’ or its acronym ‘ABDP’.
- ii. Programme Motto - The Logo must include the motto statement *‘Fish for Health and Wealth’*.
- iii. Linking with beneficiaries - The Logo must link with the ultimate ABDP beneficiaries, that is, the smallholder rural fish farmers.
- iv. Clearly communicate the ABDP Project Development Objective
 - The Logo MUST speak to the Programme Development Objective which is *“To increase the incomes, food security and nutritional status of the wider communities of poor rural households involved in aquaculture in the targeted Counties”*.
- v. Qualities of the logo design
 - The Logo MUST be simple and effectively usable on all media including print, online, electronic, on merchandise and other visual collateral.
- vi. Intellectual property rights – By submitting an entry, each entrant agrees that ALL property rights in the logo design shall belong to and shall remain the property of ABDP.
- vii. ABDP reserves the exclusive rights to modify, alter or change the winning logo as need arises.
- viii. Theme colours– the colours must relate to ABDP functions.
- ix. All the submitted materials shall remain the property of ABDP.
- x. The prospective designers agree to indemnify the ABDP from any losses and the evaluators decision is final and not subject to any correspondence and appeal.

C. ELIGIBILITY

To be eligible, the entrants must be Kenyan youths (35 years and below).

D. SUBMISSION

The design must be submitted in the following format:

- a) Two (2) copies of Black and White print outs (printed on a white glossy paper).
- b) Two (2) copies of colour print outs (printed on a white glossy paper).
- c) Soft copy in a Memory stick / DVD. This must be a high resolution design editable on ADOBE Illustrator.
- d) Attached Letter stating the Logo Designer, Address, the price for the Logo if it wins

In addition, the competitor must submit the following **mandatory documents**:

1. Copy of ID Card

The Hard copy designs should be sent in sealed envelopes marked 'ABDP Logo Design Competition' and reference Number **MOALF/SDFA&BE/ABDP/LC/2019-2020/001** by courier or hand delivery, and addressed as follows:

**The Programme Coordinator,
Aquaculture Business Development Programme (ABDP)
P.O. Box 904 – 10100
Nyeri, Kenya**

and deposited in the tender Box located in the Boardroom within the ABDP Office, **along Kamakwa Road, opposite Nyeri club** on or before **22nd July 2019, 1100hrs**

E. SELECTION CRITERIA

- a) Originality – the composition exhibits an original design and creativity
- b) Relevance – the design must be aligned to the ABDP Project Development Objective (PDO) above
- c) Aesthetic value – the design must be attractable and command attention
- d) Creativity which vividly demonstrates ABDP functions
- e) Price for the Logo

F. EVALUATION AND AWARD

The evaluation will award cash prizes for the best three logo designers as follows:

- a) Best designer – Kshs 50,000
- b) Second best designer – Kshs 30,000

c) Third best designer – Kshs15,000

G) SPECIAL CONDITIONS

1. In participating in this design competition, bidder undertakes to transfer all copyrights, intellectual property rights and patents relating to their designs to the Ministry of Agriculture, Livestock, Fisheries and Irrigation, State Department of Fisheries, Aquaculture and the Blue Economy should their Logos win, otherwise vendors **must** state the price at which they will sell the Logo to ABDP should it win in their Proposal.
2. Upon completion of the design competition, all the submitted design schemes shall become property of the Ministry of Agriculture, Livestock, Fisheries and Irrigation, State Department of Fisheries, Aquaculture and the Blue Economy.