



# Agri-biz: Decent jobs for Youth and Women in Agricultural Value Chains in Kenya

## Agribiz Call for Application Program Guidelines for Meru Business Incubation Hub

**Deadline for submission of Application is 28<sup>th</sup> October 2021.**

### Introduction

The European Union, the Ministry of Foreign Affairs of Denmark (Danida), the African Development Bank (AfDB) and Kenya Climate Innovation Center (KCIC) launched the AgriBiz Programme on March 6<sup>th</sup> 2020 meant to stimulate the growth of women and youth-owned enterprises in the agribusiness sector. While the rollout of this programme has been slowed down by the spread of COVID-19, there is hope and opportunity.

The programme is projected to cost Kshs 5.1 billion and will support 2,400 women and youth-led agribusinesses to create over 17,000 job opportunities along agricultural value chains.

It is envisioned that this programme will unlock the potential agribusiness and value chain actors while contributing to increased smallholder production and household incomes. Improved agricultural production will have a positive ripple effect on Food Security, one of the pillars of the Big Four Action Plan being implemented by the Government of Kenya.

The Kenya Climate Innovation Center, which is one of the implementing partners, is placing a call for applications to enrol Agribusiness entrepreneurs into the programme. The AgriBiz programme will address key challenges that hinder youth and women from tapping into the immense potential in the agricultural sector. The program will equally support the full spectrum of the value chain from agricultural inputs and producers to suppliers for end consumers in conventional agriculture, fisheries and livestock.

The program will be implemented jointly with eight selected county governments but will be open to citizens from all forty-seven (47) counties. **Bungoma, Meru, Kiambu, Machakos, Kisii, Uasin Gishu, Kilifi and Isiolo County Governments** have all signed Memorandums of Understanding with KCIC for roll out of the Agribiz program and establishment of the Business Incubation Hubs at the county level. Prior to opening the call, county sensitization and awareness forums will be conducted in the 8 counties.

Interested applicants with businesses located in the below counties are welcome to apply to these respective hubs;

Business Incubation Hub (BiH)	Target Counties
Machakos BIH	Machakos, Makeuni, Kajiado and Kitui
Kisii BIH	Kisii, Nyamira, Kericho, Kisumu, Migori, Homabay, Bomet and Narok
Uasin Gishu BIH	Uasin Gishu, Nandi, Elgeyo Marakwet, Baringo, Turkana and West Pokot
Isiolo BIH	Isiolo, Garissa, Wajir, Mandera, Marsabit and Samburu
Kilifi BIH	Kilifi, Mombasa, Kwale, Lamu, Taita Taveta and Tana River
Kiambu BIH	Kiambu, Nairobi, Nakuru, Murang'a and Nyandarua
Bungoma BIH	Bungoma, Busia, Vihiga, Kakamega, Siaya and Trans Nzoia
Meru BIH	Meru, Laikipia, Tharaka Nithi, Nyeri, Kirinyaga and Embu

The calls for applications for Meru BIH will run from **7<sup>th</sup> October 2021 to 28<sup>th</sup> October 2021**. The applications can be submitted either online through the [KCIC AgriBiz website](#) or submission of physical forms that can be collected and dropped at the Meru Business Incubation Hub (BIH) at Kaguru Agriculture Training Centre (ATC). Thereafter, evaluation of the applications will be done and responses to the applicants will be communicated by KCIC one month after the close of the Call for Applications. KCIC will offer successful applicants a letter of agreement for review and thereafter signing. The call for applications aims to onboard **a maximum of eighty (80)** women and youth led businesses per Business Incubation Hub.

Post on-boarding to the program, a needs assessment exercise will be conducted to ascertain the specific needs of the successful applicants. Based on these needs, the hubs will provide training, business advisory and financing to enable them to gain the requisite skills needed to scale their agribusinesses. They will then be able to benefit from agribusiness entrepreneurship opportunities available within their localities.

Guideline Reference	Overview	Details
1	Application process	<ul style="list-style-type: none"> <li>• All Applications must be submitted online through the Kenya Climate Innovation Center website application portal on <a href="http://agribiz.kenyacic.org/apply">agribiz.kenyacic.org/apply</a> or respective Agriculture Training Centres (ATCs) and respective county government offices between 7<sup>th</sup> October 2021 and 28<sup>th</sup> October 2021 at 8:00 PM (20:00) EAT (the "Application Window").</li> <li>• The Applicants must complete an application form by answering a series of mandatory questions.</li> <li>• Personal information supplied in the application form such as names, addresses and date of birth should be verifiable.</li> <li>• The Applicant must provide current correspondence address, email and telephone numbers and inform of any changes.</li> <li>• Upon submission of the application form, an email will be sent to the Applicant and/or via the preferred contact method indicated in their application.</li> <li>• Once submitted, applications cannot be altered or amended.</li> <li>• Review of applications will commence immediately after submission while shortlisting of Applicants will take place following the close of the Application Window on 28<sup>th</sup> October 2021 at 8:00 PM (20:00) EAT.</li> </ul>
2	Eligibility	<p>Women and Youth led businesses:</p> <ul style="list-style-type: none"> <li>• Women Entrepreneur(s) (of any age) in Agribusiness and Women led Agribusinesses (minimum shareholding of 51%).</li> <li>• Youth Entrepreneur(s) (aged between 18-35 years) in Agribusiness and youth led Agribusinesses (minimum shareholding of 51%).</li> </ul> <p>Categories of applicants:</p> <ul style="list-style-type: none"> <li>• <u>Individuals</u>: - Any woman or youth, involved in a commercially viable agribusiness</li> <li>• <u>Community Based Organization (CBO) or Self-Help Group (SHG)</u>: Must comprise of community members who are registered under a Self-Help Group (SHG) or a Community Based Organization (CBO) carrying out commercially viable business activities within the agricultural value chain. Majority of the members (above 80%) must be either women or youth (aged between 18-35 years) with the main leadership positions being held by either women or youth.</li> <li>• <u>SMEs</u> : Small and Medium Enterprises established with commercially viable business ideas within the agricultural value chain. The business should be operational and generating revenues with an employee base of at least 5 people.</li> </ul> <p>Nationality and Location:</p> <ul style="list-style-type: none"> <li>• The applicant must be a Kenyan citizen</li> <li>• The Agribusiness must be located within the 47 counties of Kenya.</li> </ul> <p>Agribusiness and agribusiness ideas:</p> <ul style="list-style-type: none"> <li>• Applicants must be engaged in legal business</li> <li>• All Agribusinesses must be Agribusiness Ideas, or an early/growth stage, with no specific year range.</li> <li>• Applicants must demonstrate that their Agribusiness is set up, or in the case of an Agribusiness Idea will be set up and based in Kenya.</li> <li>• Applicants are solely responsible for the structure of the Agribusiness and the team members within it.</li> <li>• Agricultural, fisheries and livestock value chain actors engaged along the value chain are encouraged to apply. This includes but is not limited to input providers, processors, producers, transporters, marketers and aggregators etc.</li> </ul>

3	Application selection	<ul style="list-style-type: none"> <li>The applications will be screened for eligibility. The eligible applications will then be evaluated on a set of criteria. A scoring system will be used to provide each application with a score between 0 and 100 (100 being most successful). See section 4 below.</li> <li>All applicants will receive an official response on their application determining whether they were successful or not. KCIC is not obligated to provide substantive feedback on unsuccessful applications.</li> <li>Applicants will be contacted via email and/or via the preferred contact method indicated in their application.</li> <li>Due Diligence shall be carried out on the successful applicants to verify eligibility prior to any potential offer of a placement in the program. Applications that do not meet all or some of the eligibility criteria will not be accepted.</li> <li>If Applicants are offered a place in the program, they will be expected to execute a legal agreement with Kenya Climate Innovation center, by signing a Letter of Agreement.</li> <li>Applicants must accept the offer and return the signed Agreement within seven (7) working days, otherwise the offer lapses.</li> <li>In general, communications with the Applicants will primarily be by email, from the Kenya Climate Innovation Center designated email address to the email address provided by the Applicant on the submission form. Applicants are therefore advised to store the Kenya Climate Innovation Center contact details in their email address books to avoid the email from being delivered to their spam folder.</li> </ul>																				
4	Criteria and Scoring system	<p>The following criteria and scoring system are used for evaluation of the <b>eligible</b> applications for this call.</p> <p>An application must score a minimum of <b>70 Marks</b> to be considered under the Agribiz programme. The applications will be ranked on scores from top to bottom and a maximum of the top 80 applications will be selected if they meet the threshold.</p> <table border="1" data-bbox="587 1249 1481 2029"> <thead> <tr> <th data-bbox="587 1249 1273 1317">CRITERIA</th> <th data-bbox="1273 1249 1481 1317">MARKS (MAXIMUM)</th> </tr> </thead> <tbody> <tr> <td data-bbox="587 1317 1273 1361"><b>SCALABILITY</b></td> <td data-bbox="1273 1317 1481 1361"></td> </tr> <tr> <td data-bbox="587 1361 1273 1496">Scalability that demonstrates potential for replication and growth of product or service to increase incomes for value chain stakeholders;</td> <td data-bbox="1273 1361 1481 1496">20</td> </tr> <tr> <td data-bbox="587 1496 1273 1541"><b>COMMERCIAL VIABILITY</b></td> <td data-bbox="1273 1496 1481 1541"></td> </tr> <tr> <td data-bbox="587 1541 1273 1675">Business model: A feasible business model that shows clear and compelling mission to grow a sustainable and commercially viable Agribusiness;</td> <td data-bbox="1273 1541 1481 1675">20</td> </tr> <tr> <td data-bbox="587 1675 1273 1720"><b>GROWTH PROSPECT</b></td> <td data-bbox="1273 1675 1481 1720"></td> </tr> <tr> <td data-bbox="587 1720 1273 1854">Entrepreneur or enterprise with potential to adopt and leverage smart approaches to drive the growth of the agribusiness;</td> <td data-bbox="1273 1720 1481 1854">15</td> </tr> <tr> <td data-bbox="587 1854 1273 1899"><b>SOCIAL IMPACT</b></td> <td data-bbox="1273 1854 1481 1899"></td> </tr> <tr> <td data-bbox="587 1899 1273 2011">Addressing environmental and social issues, including potential to create decent employment opportunities for youth and women.</td> <td data-bbox="1273 1899 1481 2011">30</td> </tr> <tr> <td data-bbox="587 2011 1273 2029"><b>MARKET POTENTIAL</b></td> <td data-bbox="1273 2011 1481 2029"></td> </tr> </tbody> </table>	CRITERIA	MARKS (MAXIMUM)	<b>SCALABILITY</b>		Scalability that demonstrates potential for replication and growth of product or service to increase incomes for value chain stakeholders;	20	<b>COMMERCIAL VIABILITY</b>		Business model: A feasible business model that shows clear and compelling mission to grow a sustainable and commercially viable Agribusiness;	20	<b>GROWTH PROSPECT</b>		Entrepreneur or enterprise with potential to adopt and leverage smart approaches to drive the growth of the agribusiness;	15	<b>SOCIAL IMPACT</b>		Addressing environmental and social issues, including potential to create decent employment opportunities for youth and women.	30	<b>MARKET POTENTIAL</b>	
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		Market Opportunity along agricultural, fisheries and livestock value chain and customers for their agribusiness idea/Agribusiness to scale	15
		<b>TOTAL</b>	<b>100</b>
5	Technical support	<p>The following describes the kind of technical support that can be provided by KCIC to successful applicants under the AgriBiz programme. Support is based on assessment of actual needs on a case-by-case basis.</p> <p><b>Business Incubation Advisory</b>  Successful applicants will be equipped with technical knowledge, tools and skills that will enable them to identify and develop their agribusiness. Based on a gap analysis, it will entail the following support:</p> <ul style="list-style-type: none"> <li>● Entrepreneurship training.</li> <li>● Developing Bankable agribusinesses proposals.</li> <li>● Technical training and value addition.</li> <li>● Business modelling to start and run the agribusiness including record keeping, statutory requirements and compliance.</li> <li>● Value Chain and Business Linkages Advisory.</li> <li>● Financial literacy training and investor readiness programs.</li> <li>● Provide case studies to foster exchange of learning and inspiration among Value Chain groups.</li> <li>● Virtual learning and advisory support via computer platforms or mobile to support program beneficiaries during and post COVID -19 scenario.</li> <li>● Onsite learning and advisory support will be provided once the County Business Incubation Hubs are established post COVID -19 scenario.</li> </ul> <p><b>Mentorship and Coaching</b>  Successful applicants will be mentored by experienced agripreneurs, farmers and consultants to develop specific skills and knowledge that will enhance their business and personal growth. The specific activities include:</p> <ul style="list-style-type: none"> <li>● Counselling and guidance by successful businesspersons, peers, and professionals.</li> <li>● Sharing of experiences in business forums and associations.</li> <li>● Teaming and virtual training.</li> <li>● One-on-one coaching.</li> <li>● Conduct value chain mapping and needs assessment.</li> <li>● Create a pool of successful agribusiness entrepreneurs to educate and mentor the youth and women in agriculture.</li> </ul> <p><b>Access to Information</b>  Successful applicants will benefit from information sharing and establishing partnerships with agribusiness companies and other stakeholders for effective market access through collaborative agreements. The specific activities include:</p> <ul style="list-style-type: none"> <li>● Create youth and women online platforms for information sharing and networking.</li> <li>● Providing information on contract farming for the youth and women.</li> <li>● Ensure participation or hosting of youth and women agripreneurs to local and international start-up conferences.</li> <li>● Expose youth and women agripreneurs to business expansion opportunities &amp; international investors.</li> <li>● Link youth and women agripreneurs to local and international customers.</li> <li>● Research and identification of markets as well as establishment of Market linkages.</li> <li>● Linkage and facilitation to attend exhibitions, trade fairs and other events.</li> </ul>	

6	Financial Support	<p>The following describes the kind of financial support that can be provided by KCIC to successful applicants under the Agribiz programme. Support is based on assessment of actual needs on a case-by-case basis.</p> <p><b>Two types of financial support</b></p> <ul style="list-style-type: none"> <li>• Successful applicants can receive financial support through either Proof-of-Concept grant financing (POC) or Result Based Financing (RBF) to support their agribusiness enterprises and ideas.</li> <li>• For the Successful Applicants to be considered for financing under the Agribiz program, their business models will be evaluated against the criteria for financing, defined in the KCIC Agribiz Operational policy.</li> <li>• Funds application and processing will come after 3 months of technical support and advisory services that will assist enterprises develop Bankable agribusinesses proposals.</li> </ul> <p><b>POC</b></p> <ul style="list-style-type: none"> <li>• The purpose of Proof-of-Concept grant financing to prove a concept, in an agribusiness idea, in the market, refine the business model and progress towards commercialization.</li> <li>• It is a non-repayable grant subject to agreed drawdown milestones.</li> <li>• The size of POC support must fall within the following ranges: Minimum amount: Euro 2,000 Maximum amount: Euro 10,000</li> </ul> <p><b>RBF</b></p> <ul style="list-style-type: none"> <li>• The purpose of the Results based Financing (RBF) is to support enterprises at the growth stage and can scale their business.</li> <li>• It's a repayable debt.</li> <li>• The size of RBF support must fall within the following ranges: Minimum amount: Euro 5,000 Maximum amount: Euro 15,000</li> </ul> <p><b>External Financing</b></p> <ul style="list-style-type: none"> <li>• KCIC will also support Successful Applicants apply for any third-party viable fundraising opportunities.</li> </ul>
<b>Definitions, Terms and Conditions</b>		
7	Definitions	<p>The following definitions shall apply:</p> <p><b>“Applicant”</b> means an individual, group or enterprises that submits their Agribusiness information in the Kenya Climate Innovation Center application portal for review and possible selection into the Agribiz program.</p> <p><b>“Application”</b> means the online entry form completed and submitted for the program on the Kenya Climate Innovation Center Website or physical form at the respective county government offices.</p> <p><b>“Application Window”</b> means the period commencing from 7<sup>th</sup> October 2021 to 28<sup>th</sup> October 2021 8.00 PM EAT when Applications can be submitted.</p> <p><b>“Program”</b> refers to Agribiz Program: “Enhancing the role of Kenyan women and youth in agribusiness”</p> <p><b>“Entity”</b> means a company or other legal entity incorporated or registered and resident in Kenya together owning directly/indirectly more than 50% of the voting rights in the entity.</p> <p><b>“Mentor”</b> means an individual/firm selected for their expertise, passion and alignment to the Agribiz program vision and engaged to support and guide the Agripreneurs and Agribusinesses on the program.</p> <p><b>“Successful Applicants”</b> means Applicants who are selected to participate in the Agribiz program.</p>

8	Terms and Conditions	<ul style="list-style-type: none"> <li>• Successful Applicants shall be subject to the stated terms and conditions, the Letter of Agreement and other rules and guidelines published by Kenya Climate Innovation Center from time to time for the running of the Agribiz program.</li> <li>• Kenya Climate Innovation Center and its program affiliates reserves the right to cancel or amend all or any part of the Rules without notice. Any changes to the Rules will be posted on the Kenya Climate Innovation Center website. It is the responsibility of Successful Applicants to keep themselves informed as to any changes to the Rules. Kenya Climate Innovation Center shall not be liable for any loss suffered by a Successful Applicant due to any changes to the Rules, including failure to complete some or all tasks under the program due to such change.</li> <li>• If for any reason the program is not capable of running as planned for reasons including but not limited to tampering, unauthorized intervention, fraud, technical failures, force majeure events or any other causes beyond the control of the Kenya Climate Innovation Center and its funding partners which corrupt or affect the administration, security, fairness, integrity or proper conduct of this program, Kenya Climate Innovation Center reserves the right to cancel, terminate, modify or suspend the program and disqualify any Successful Applicant.</li> <li>• Kenya Climate Innovation Center shall not be liable for any loss arising from modification, suspension, or cancellation of the program.</li> </ul>
9	Ineligibility/Disclosure of Conflict of Interest	<ul style="list-style-type: none"> <li>• Employees from either the Kenya Climate Innovation Center or affiliated partners in the Agribiz program and their immediate family members are not eligible to apply for the program, either individually or as part of a team or Entity.</li> </ul>
10	Privacy Policy	<ul style="list-style-type: none"> <li>• By applying to the Agribiz program, Applicants consent to have details of their Application – other than commercially sensitive information – featured in any media or promotional activity for the Agribiz program being carried.</li> <li>• Kenya Climate Innovation Center will contact Applicants in advance of any media request for interviews.</li> <li>• Kenya Climate Innovation Center will only use the personal details supplied for the administration of this program, and for no other purpose except with the Applicant's consent.</li> <li>• The Mentors are required to sign a non-disclosure agreement as it relates to personal information which may come into their possession during the Agribiz program and are committed to maintaining the highest ethical standards.</li> </ul>
11	General Application Terms	<ul style="list-style-type: none"> <li>• Internet access and adequate English and Kiswahili language skills are recommended for the Application process. Candidates with no English reading or speaking skills need to translate the application content at their own cost.</li> <li>• This program is governed by the laws of the Republic of Kenya and Applicants submit to the exclusive jurisdiction of the Kenyan Courts.</li> <li>• Applicants are not required to make any purchase or payment to access the website, submit an Application or become eligible for the program.</li> <li>• Only one Application and Agribusiness Idea or Entity is permitted per Applicant. An Applicant shall not make multiple entries under different names, email identifications, different Agribusiness Ideas or Entities. Multiple entries by an Applicant or multiple entries for the same Entity shall be a ground for disqualification.</li> <li>• Agribiz program beneficiaries or their Agribusiness Partners shall not reapply for the program in any subsequent year, even for a different Agribusiness Idea or name – this constitutes multiple application and is grounds for disqualification, and termination of Alumni status.</li> <li>• All submissions must be made directly by the Applicant behind the Agribusinesses Idea or Entity entering the program. Entries made</li> </ul>

		<p>online using methods such as a macro, script, using automated devices or processors are not allowed and shall be disqualified.</p> <ul style="list-style-type: none"> <li>• Kenya Climate Innovation Center accepts no responsibility for late, lost, misdirected damaged or delayed Applications because of any network, computer hardware or software failure of any kind.</li> <li>• Bulk and third-party entries shall not be permitted.</li> <li>• Kenya Climate Innovation Center reserves the right to verify the validity of entries and to disqualify any Applicant for tampering with the entry process or failing to make entries as specified by the Terms and Conditions.</li> <li>• No corruption of, defect in, failure or delay in the delivery of any email communication from Kenya Climate Innovation Center will entitle an Applicant to an extension of any deadline, or otherwise entitle an Applicant to make any form of claim.</li> </ul> <p>By applying for this program, each Applicant attests that their Application:</p> <ul style="list-style-type: none"> <li>• Is true and correct in all material respects.</li> <li>• Does not infringe or violate the rights of any third party, including but not limited to, ownership, copyrights, trademarks, patents, logos, licensing rights, rights of publicity or privacy or any other intellectual property rights.</li> <li>• Is not contrary to any applicable laws.</li> </ul> <p>Kenya Climate Innovation Center shall reject applications which, in the reasonable opinion:</p> <ul style="list-style-type: none"> <li>• Contain any content that is likely to be considered offensive or could negatively reflect the name, reputation, or goodwill of Kenya Climate Innovation Center or affiliated partners associated with the Agribiz program and other parties acting on its behalf.</li> <li>• Include trademarks, logos, or copyrighted material not owned by the Applicant or used without the right holder's prior written permission.</li> <li>• Defames, misrepresents, or insults any third parties.</li> <li>• Poses adverse risks to the environment, human lives, or property</li> <li>• Promotes or is sympathetic to any political agenda.</li> <li>• Are affiliated to terrorist or other illegal activity.</li> </ul> <p>Kenya Climate Innovation Center reserves the right, in its absolute discretion to disqualify any Application or Successful Applicant at any point during the program, without granting any opportunity for challenge, if it has reasonable grounds to believe that the application:</p> <ul style="list-style-type: none"> <li>• Has been made fraudulently or contains any false or misleading statement.</li> <li>• Has breached any of the Eligibility Criteria or other Rules.</li> <li>• Has infringed on any intellectual property of any other person.</li> <li>• Was made in breach of any applicable law.</li> </ul>
12	Fraud, Bribery and Corruption	<p>Kenya Climate Innovation Center is completely against fraud, bribery and corruption.</p> <p>Kenya Climate Innovation Center does not ask for money for applications or proposals. If approached for money or other favours, or if you have any suspicions of attempted fraud, bribery or corruption please report immediately and provide as much detail as possible with any reports. Likewise, if any fraud, bribery, or corruption during the call process is discovered, Kenya Climate Innovation Center reserves the right to terminate the cooperation with the individual or agribusiness in question.</p> <p>Report through any of the channels below:</p> <ul style="list-style-type: none"> <li>• Email - <a href="mailto:ceo@kenyacic.org">ceo@kenyacic.org</a></li> <li>• Telephone - 254 703 034 701/24</li> <li>• Postal Address Chief Executive Officer, Kenya Climate Innovation Center, P.O Box 49162 - 00100, Nairobi.</li> </ul>

		Strathmore Business School, Ole Sangale Road, Madaraka.
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